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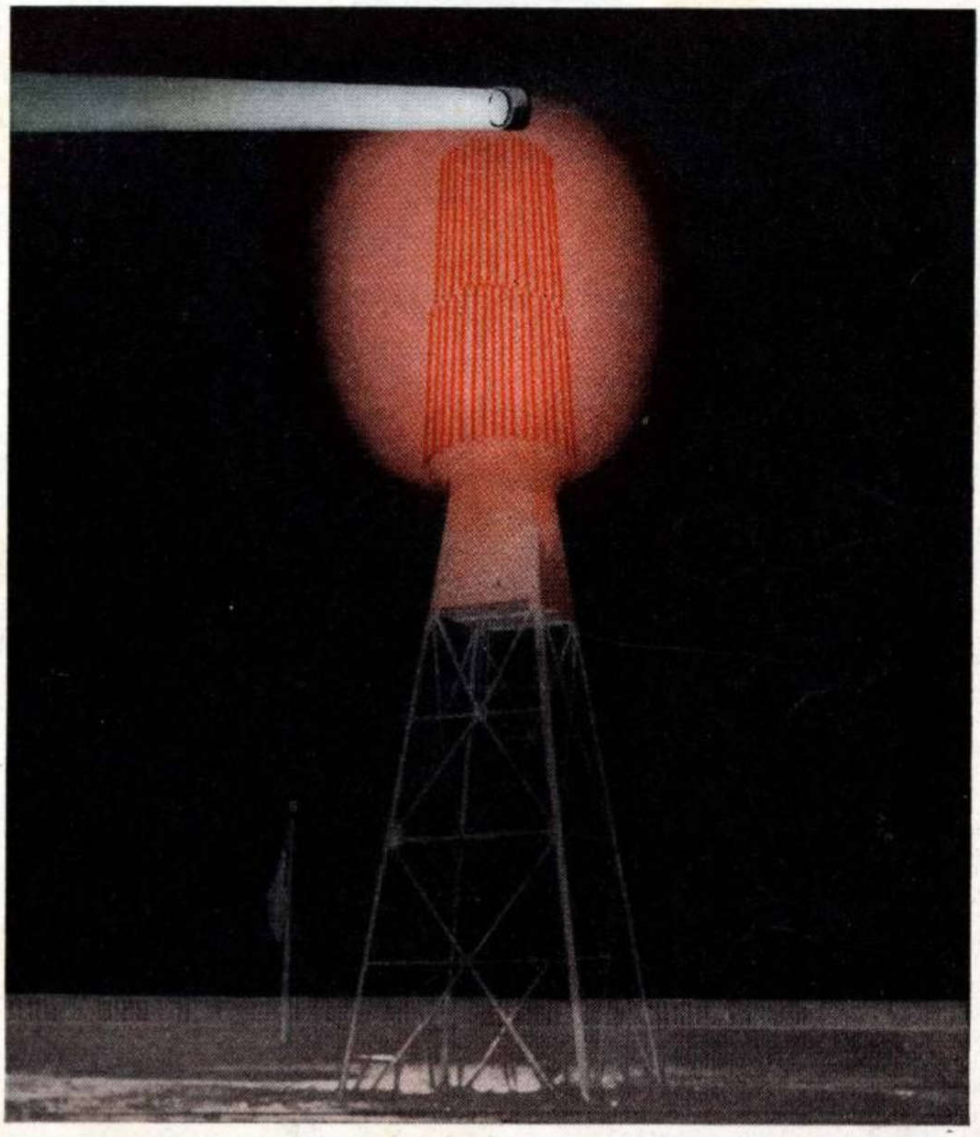
The Beaver

No. 2 OUTFIT 261 SEPT. 1930



Hudson's Bay Company

INCORPORATED 2ND MAY 1670

Hudson's Bay Company.

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"Residents of the United States returning from abroad (Canada) may bring in duty free: Articles up to but not exceeding $100.00 in value acquired abroad (in Canada) for personal or household use, or as souvenirs or curios, if not intended for sale or purchased on commission for other persons. Such articles may be admitted free, notwithstanding they do not accompany returning residents, provided they were actually purchased by them while abroad."

There is a special regulation regarding tobaccos and cigarettes.

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Hudson's Bay Company.
INCORPORATED 2ND MAY 1670

The Beaver

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No. 2 OUTFIT 261 SEPTEMBER 1930

Hugh B. Lyall

HUGH BUXTON LYALL was appointed a member of the Canadian Committee of the Hudson's Bay Company in February, 1930. Mr. Lyall brings with him a successful record and a mature business knowledge that should prove of great value to the Committee. He was born at Sutton West, Ontario, on 25th August, 1878, the son of John Lyall and Susan Frances Clunie Sibbald, both of Sutton West.

In 1897 he was secretary-treasurer of the Western Milling Company, Regina. In conjunction with T. R. Deacon and J. A. Coulter, he founded the Manitoba Iron Works Limited in 1903.

He was a member of the council of the Winnipeg Board of Trade, 1924-26; a member of the Manitoba Board of Trade, 1924-26; a member of the Manitoba Council of Industry, 1920-24; chairman of the prairie division of the Canadian Manufacturers Association, 1924-26.

Mr. Lyall married Grace Agnes Sibbald, daughter of Charles Sibbald, Winnipeg, on 25th October, 1904. He has one son and two daughters.

In addition to his new association with the Hudson's Bay Company, Mr. Lyall is vice-president and general manager of the Manitoba Bridge & Iron Works Limited; president and general manager of the Manitoba Rolling Mills Company Limited, manufacturers of Open Hearth Steel and Rolled Products; vice-president of the H. L. Perry Company Limited.

We welcome Mr. Lyall as a member of the Canadian Committee of the Hudson's Bay Company.

Elizabethan Soldiers. (Photo by courtesy "The Times," London, Eng.)

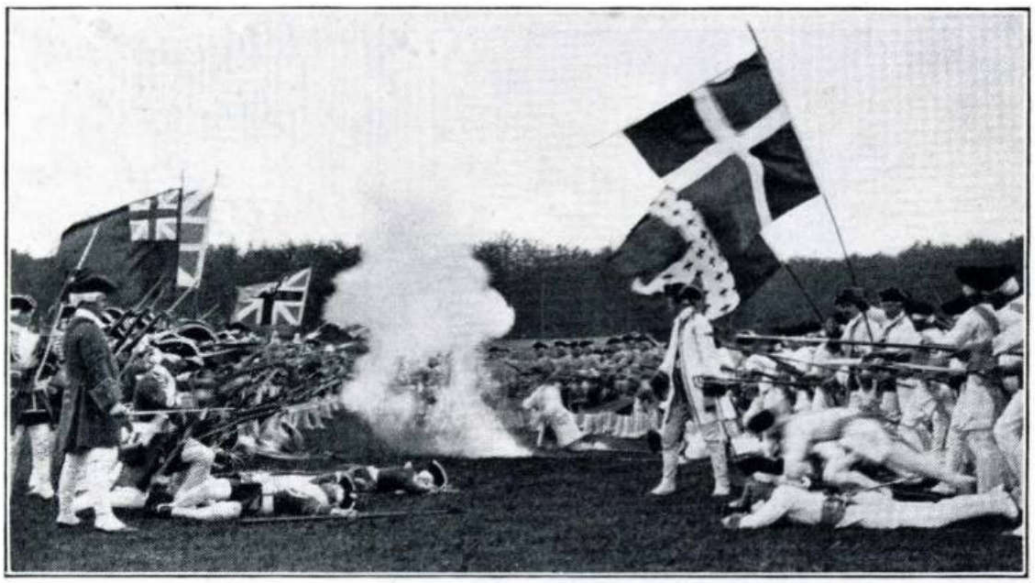
Aldershot Tattoo

By R. C. GEDDES, Hudson's Bay Company, London, England

ONE of the most interesting and enjoyable of the recent excursions arranged by the Beaver Club for the London staff and their friends was a visit to the military searchlight tattoo at Aldershot on June 20. The party left London by *char-a-banc* in the early part of the evening, and, after a pleasant drive of two hours, arrived at the scene of the tattoo, where a crowd of some 30,000 people had already assembled.

The evening was dull and rain threatened, although, fortunately for the comfort of all, we were spared the miseries of a drenching. Evening shadows were deepening into the darkness of night when, from the distance, we heard the sweet shrill notes of the drum and fife bands of the Guards regiments. The atmosphere was charged with the mild excitement and expectancy of the multitude, all eager to get a glimpse of the soldiers, who were as yet at the far end of the arena and, in the gathering shadows, almost indiscernible. Then, in an instant four of the giant searchlights mounted high above the stands flashed their intense white beams down the full length of the arena and revealed the lines of slowly advancing soldiers moving with perfectly rhythmic step to their regimental march. The gay colours of the uniforms and the brilliance of their accoutrements shone with splendour in the dazzling rays of the searchlights. The great crowd looked on in silence and wonder at this brilliant spectacle; seldom had they seen hundreds of men so perfectly drilled as to move as one.

Following the retirement of the Guards, there came in quick succession regiments of soldiers depicting the changes in dress and arms from the Cromwellian period to the present day. Each regiment occupied the



Battle of Dettingen. (Photo by courtesy "The Times," London, Eng.)

arena in order to give exhibitions of wheeling, marching, counter marching, *et cetera*, all of which demonstrated the point of perfection to which the soldiers' training in mass manoeuvres is carried.

The mock Battle of Dettingen, wherein the English and French troops were arrayed in the formation similar to that of the actual event, created considerable interest, the cannon and gun fire approaching reality in its intensity. The last and most gripping scene of the evening was that of the sinking of the Spanish Armada: the realistic manner in which this event was portrayed revealing the ingenuity and resources of the organizers of the greatest of all military pageants.

The Beacon!

Our cover picture needs no explanation. It is a familiar sight at night for many miles around Winnipeg and soon will be equally familiar to the people of Vancouver and Calgary, guiding our aircraft and pointing the way to home and safety, as the beacon sheds its warm penetrating glow from the top of the Hudson's Bay stores in the cities of Winnipeg, Calgary and Vancouver.

The Beaver Back Numbers

The following back numbers of *The Beaver* are desired to complete certain volumes: October and November, 1920; June, October and November, 1921; January, March, June and September, 1922. Spare copies of these sent to *The Beaver* office will be greatly appreciated.

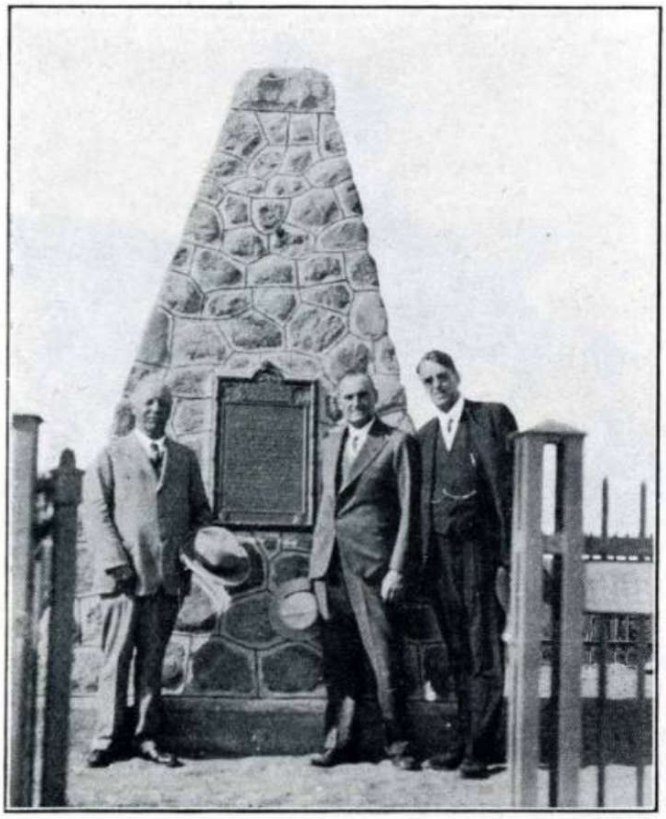


Photo by R. Watson

Unveiling at Headingly and Wawanesa

Monument commemorating first Manitoba survey, unveiled at Headingly, Manitoba, July 15, 1930. Judge F. W. Howay, Historic Sites and Monuments Board, S. E. McColl, president Land Surveyors Association of Manitoba, and Dr. D. A. Stewart, president Manitoba Historical Association.

There was a large and distinguished group of Manitobans present at the ceremony.

A similar tablet was unveiled at Wawanesa on 16th July, 1930, to commemorate the Seven Souris Forts and David Thompson, trader, explorer and geographer. Judge Howay, Dr. D. A. Stewart, A. S. Morrison and Robert Watson were among the speakers.

The Peasant to the King

If you, who sit so high above,
Would smile, so, and say
"Won't you come up where I sit
And pass the time of day?"

Why, then I would go gladly,
Leave everything behind,
Because you made me welcome,
Because I found you kind.

And then your world would be to me
As it has been to you;
And I would understand your ways,
And get your point of view.

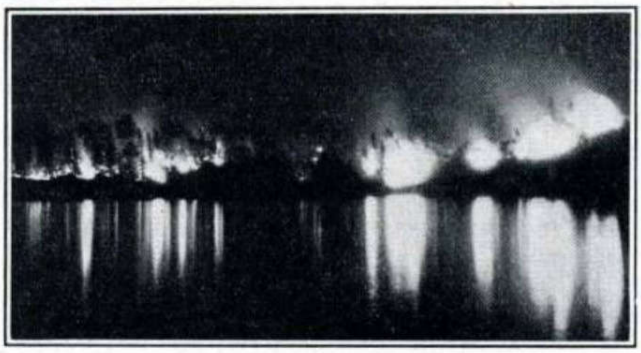
But you have stately duties,
And you may not unbend;
And I have tasks and errands
To which I must attend.

If you could sit where I sit
I think hand would touch hand,
And you would look where I look,
And seeing, understand.

—*Marcile.*

Forest Fire

Reports of destructive forest fires in various parts of Canada frequently come to us through the press, but it is seldom that the loss caused in this way is brought home so forcibly to the average citizen as it was during the summer of 1929. Fires came dangerously close to many popular summer resorts and in some cases cottages and camps were saved only by the efficient work of the fire rangers. Such a case is well illustrated by the pictures reproduced here from photographs taken by H. W. Daw, of Winnipeg, in July, 1929, along the shores of Sand Lake in the Minaki district of Northern Ontario. One of these pictures is of special interest, due to its having been taken at night by the light of the flaming spruce. The fire burned to the water's edge.



Place Names

Many of our fur trade posts bear Indian names. We have a fairly complete list of the meaning of these names, but there are still many places apart from our posts of which we do not possess this record and are desirous of having same. Such names, both English and Indian, and the reason for bestowing them, are of considerable general interest.

As an example, an island in the Athabasca River, sixty-eight miles below Fort McMurray, is named Sled Island. Few people know the reason for this name. Before oak, ash and hickory boards were available for the making of toboggans, it was necessary to use the most suitable country material, which in this and other localities was birch. Sled Island contained a very fine lot of straight-grained and large-sized birch trees, and in consequence it became a depot from which the Hudson's Bay Company procured the material for the construction of toboggans used in the service; hence the name Sled Island.

There must be many names of which the story of their origin is locally available, and we should like fur trade men to send these in.—*C. H. French.*

Early Impressions of an Apprentice

By ERNEST E. BATES, Osnaburgh Post.

THE tug strained on the hawser, and slowly the 20,000-tons S.S. *Duchess of York* was brought to berth in the harbour of St. John, N.B. The lights of the town twinkled brilliantly against an inky black night and the snow-covered slopes of the land stood out like ghosts before us. Next morning we left the boat, just in time to catch the twelve o'clock train to Montreal. What monsters these trains are! And where are the platforms? Surely there must be some mistake; but perhaps they are not necessary after all. Now we are inside; and, by jove, these carriages are roomy! As we forge our way slowly out of the station and on and on to the renowned Montreal, we begin to learn that our seat is collapsible and forms a bed, and that the polished wooden thing above our heads also folds outwards to form another.

Hudson's Bay Company Apprentice, About 1870
Photo by C. F. Jas. L. Cotter

The next morning, I woke up to find that we had reached Montreal. Comfortable beds these! Next, we made ourselves a general nuisance at 100 McGill street, and in the afternoon we greatly appreciated a horse-sleigh trip up Mount Royal.

Montreal struck me as a very busy city, seemingly rather overcrowded. Great Scot, what a nightmare trying to dodge the thousands of street cars and automobiles on the wrong side of the road! Were they on the right side? I wonder!

The time soon goes, and we are aboard another train and bound west; some of us to North Bay, and some to Winnipeg, whilst some are left in Montreal.

An outstanding feature of our journey was the amount of forest land, as seen from the carriage windows, that had been destroyed by fire, and this makes us appreciate the tales we hear of the forest rangers.

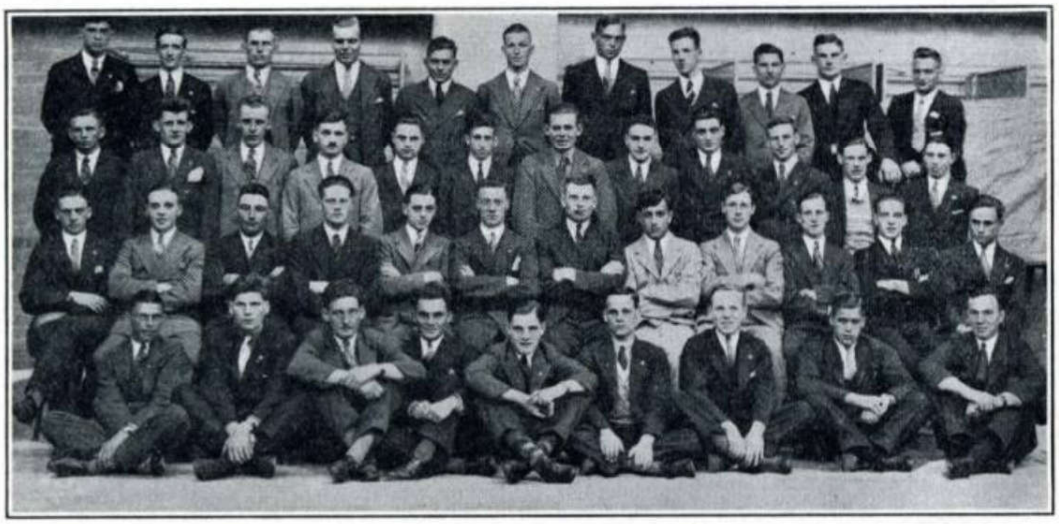
Another night in the train saw us at North Bay, and after bidding good-bye to our Winnipeg bound fellows, myself and another apprentice reported, under the care of Mr. Willmot, to the district office.

As I saw the fur being sorted here at North Bay, I thought of the day we had spent at Beaver House, and began to get the hang of things and to know the reason for those curious marks on the bales in London. We were at North Bay all day and we cannot help but gain encouragement from the way the Company looked after us apprentices and gave us a good start. We left the town next morning, and after a pleasant journey arrived at Savant Lake station. This was to see the end of my journey by train. So bidding my companion (en route for Hudson) good-bye, I walked up to the Company's Bucke post and made myself known. I had expected to find an old wooden shack; but instead, it was an up-to-date building, of good size, and quite capable of catering to the little town as it enlarges in years to come.

After some weeks, I was conveyed by tractor to my appointed post, Osnaburgh, which is about ninety miles north of Bucke, and I must say that the impressions I had of the country in its natural form were very wonderful. The sun playing on freshly snow covered pines is a sight not to be missed. The stockade around the buildings reminds me of the old posts I used to read about, and even today the romantic effect is not lost.

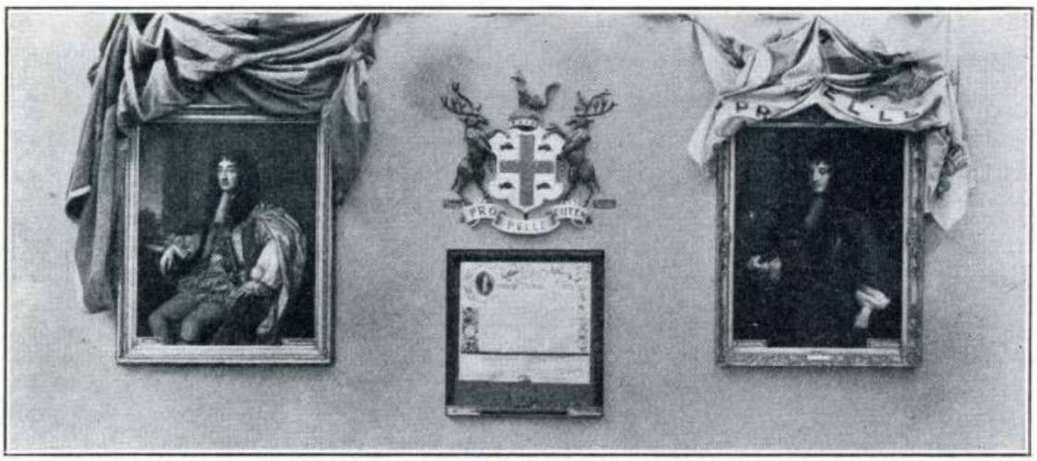
And so this is to be my home? Well, I'm jolly glad I came out. And I sincerely hope that in years to come I shall be able to provide other apprentices with as good impressions as I have received myself.

Apprentices for Canada, 20th June, 1930



Beare, G. A.	Dalrymple, P.	Irvin, N. M.	Mills, W. J. S.	Stock, C.
Boyd, D. G.	Dunn, M. A. S.	Knapp, S. C.	Reid, C. L.	Strachan, D. M.
Brodie, J.	Fowlie, W.	*Lyons, W.	Renny, R. A. C.	Stuart, W. C.
*Brown, J. W.	Franklin, W. S.	McBride, J.	*Ross, D. G.	Thompson, R.
Burgesse, J. A.	Fraser, S.	Mackenzie, J. D.	Ross, H. M.	Wilderspin, D. A.
Calder, W. G.	Harrison, M.	MacLeod, J. M. S.	Sirrell, D. W. P.	Williams, I. S.
Clyne, A. H.	Holden, J. E.	Mason, W. J.	Staig, J. A.	Winchester, W. T.
Cook, M. S.	Houston, W. H.	Maurice, E. B.	Stephen, G. G. D.	Wood, S. W.
Crossley, W. S.	Howell, R. E.	Mennie, I. D.	Stirling, A. H.	

*Revillon Apprentices



International Fur Exhibition

By S. HOPFENKOPF, Hudson's Bay Company, London, England.

THE idea of organizing and establishing an international fur exhibition came from Leipzig two years ago. After a tremendous amount of work, this idea has materialized and, in spite of the almost insurmountable difficulties, owing to the bad state of affairs in the fur trade, the exhibition was opened on the 31st May, 1930, in the Hall of Nations.

Among many other countries, Great Britain, represented by the London Fur Trade Association, assisted by the Hudson's Bay Company, opened a British pavilion. Through the kind offices of the Governor of the Company, the tone of the opening ceremony was considerably enhanced by the presence of Sir Horace Rumbold, the British Ambassador in Berlin, who on behalf of the foreign nations, replied to the speeches.

The exhibition is highly interesting and instructive. A mass of historical, statistical and educational material is brought together in the German section, and this forms the counterpart of the most beautiful and richly equipped British exhibit in the Hall of Nations.

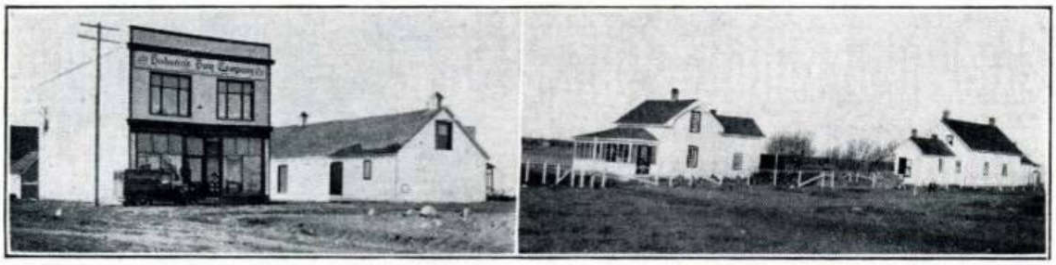
The underlying thought of those responsible for the British exhibit is that the public shall be told the history of the furskin. The visitor can learn about the development of the skin from the moment the animal is caught by the hunter until, after passing through various stages of transport, it goes to London, where hundreds of thousands of skins of all kinds are sorted and sold to dealers and manufacturers at the auctions.

It is then shown that the skins are sent to the dressers and dyers and finally, at long last, converted into beautiful fur garments.

The Hudson's Bay Company, which is the oldest firm in the fur trade, having been in existence for over 260 years, also shows in a series of pictures the development of the fur trade in western Canada, especially the great changes which have been wrought by the advance of civilization. The ancient charter granted to the Company by King Charles II in the year 1670 is shown in facsimile. One portrait shows the king, and another—the work of the great Dutchman, Van Dyck—the first Governor of the Company, Prince Rupert, Count Palatinate of the Rhine and Duke of Bavaria. The life of hunters in the wild west is shown in various tableaux, but undoubtedly the most fascinating feature is a rich collection of the finest furs.

One must not forget to mention the amusement park at the exhibition. Here, after the fatigue of wandering through the various halls on a hot day, the visitor can refresh himself with a cooling swim in the beautifully situated bathing pool, and afterwards have the opportunity of enjoying a repast at one of the many good restaurants and cafes.

Whatever other success may be or are expected from this exhibition, one has already been established, and that was the World Fur Congress which took place from the 22nd to the 29th June. This congress was attended by 240 delegates, representing twenty-four nations, and many other foreign visitors. A number of questions of international importance were raised, and the formation of an international fur trade organization was decided upon. Whatever beneficial results ensue from the resolutions accepted, the fact that so many foreign delegates discussed fur questions of immense interest, can be registered as a great success.



H B C Posts, Keewatin District

No. 16—The Pas Post

By R. A. TALBOT, District Manager

SITUATED on the site chosen by Sieur de la Verendrye for Fort Poskoyac in 1741, stands the present post of The Pas, on the south bank of the Saskatchewan river and at the junction of the Saskatchewan and Pas rivers. While still retaining an important position as a strategical point in Northern Manitoba, The Pas post has many historical associations and in the early days was visited by Samuel Hearne, Alex Henry, several of the Arctic explorers and the Franklin Relief Expedition.

It has been known by various names since 1741. In 1751 Niverville named it Pascoya; Carleton in 1768 named it Fort Pascoyat, and in 1790 McKenzie named it Opas. Franklin in 1819 named it Basquiau, and McLean in 1833 Riviere du Pas. In 1840 it received the name The Pas, although in old journals and letter books of the Company it is referred to by its present name.

In olden days, when York boat and canoe were the only means of transportation, The Pas was an important place on the route from York Factory, and brigades for Cumberland House, Edmonton and other western points passed through continuously.

The Indians of The Pas band are Crees and numbered 477 at the last treaty payment. The band originally owned the present townsite, but this was surrendered in 1906 and the Indians moved to a surveyed reserve on the north bank of the Saskatchewan river. The present population of the town of The Pas is about 4,000. This town is the gateway to the new north, and close to it are the famous Flin Flon and Sherritt-Gordon mines.

Garden produce can be grown in abundance and wheat and oats have been ripened here this year.

The present store was built in 1910 and is a two-storey building.

Post managers of The Pas post since 1896 were the late Gideon Halcrow, J. J. G. Rosser, John Rutledge, H. S. Johnson, Hugh Conn, the late J. W. McCashin, and R. A. Talbot.

Edmonton Warehouse

THIS warehouse, recently completed, shows the Georgian period in architectural design, with Tyndall stone trimming. The building has a basement and three storeys, with foundations capable of supporting an additional three storeys later. The basement has a size of 130x150 feet, extending under the delivery yard at the north side of the building. The main floor is 100x130 feet, and the second and third floors are 100x150 feet. The main floor is shortened to give space for the railway tracks, which pass under the second floor of the building. The plumbing and heating arrangements are of the latest type, and ashes are removed from the boiler room by a conveyor emptying outside the building. Two freight elevators of the latest type serve all floors. Access to the various floors is gained through the southerly entrance from the street.

The basement and main floors are occupied by the wholesale grocery, tobacco and confectionery departments. On the second floor are located the land department and fur trade district offices, and on the third floor the fur trade depot. The raw fur purchasing department occupies a portion of the main and basement floors, and is self-contained with its own entrance; mechanical ventilation is provided to carry the raw fur odours to the outside above the roof.

Autumn, Winnipeg

More piercing sweet than sunshine
Are the hues that cling
Along the ancient elm's ripened bough,
A world's ransom to the winter king
For summer, his fair captive even now.

The path her feet have blessed
A golden glory wears;
A sun of amber floods a glowing sky,
As, in a panoply of splendid gold,
The year comes royally the way to die.

—*Marcile.*

John White Retires

AN interesting presentation was made in the head office of the Fur Trade Department on July 11th to John White, manager of depot dry goods, on the occasion of his retirement after forty-five years' service. G. W. Allan, K.C., Chairman of the Canadian Committee, made the presentation, touching on Mr. White's long and valuable services to the Company, and conveying the good wishes of his friends in the Company for his future well-being and happiness.

The gift to Mr. White from his fellow-workers consisted of golf clubs, also a Westminster chime clock, bearing the following inscription: "Presented to John White by his associates in the Hudson's Bay Company on his retirement after forty-five years' service, 30th June, 1930."

Mr. White was born at Montreal on 21st November, 1868, and joined the service of the Hudson's Bay Company on 16th February, 1885, at the parcel desk of the Winnipeg retail store.

In 1890 he was promoted to the wholesale department, under George Strachan, and later served under T. Ross. In 1910 Mr. White took over the European sample department, working in conjunction with G. A. Milne, with Canadian headquarters at Calgary. When T. Ross retired in 1923, John White succeeded him as manager of the fur trade depot dry goods department.

He served for several short periods back in 1887 at Lower Fort Garry under the late Chief Trader W. J. (Big Bear) McLean.

During his service, he has made eighty-two crossings of the Atlantic ocean on Company's business, sixteen of these being during the Great War and a number of them under naval convoy. He holds the Hudson's Bay Company gold medal and three gold bars, showing forty-five years faithful service.

John White, who retires with a splendid record, carries with him the deep regard of all in the service with whom he has come in contact, their sincere good wishes and the hope that he will long be spared to enjoy his well-earned leisure.

Mr. White intends making his home on the Pacific Coast at Vancouver or Victoria.

William Nairn succeeds John White as manager of depot dry goods.

Analysis of Department Store Organization

Gathered from Paul M. Mazur's Work on "Principles of Retailing"

By THOMAS HARGREAVES
Assistant to General Manager Departmental Stores

THE word organization is defined by the dictionary as "parts of a whole that are brought into systematic relation." An industrial organization is not the entire personnel, but rather the relationship between the individual members of the personnel. Therefore an industrial organization is that relationship which exists between the functions of the personnel in order to effect the purposes of the particular institution involved.

The organization of the department store is economically sound. The stability and low mortality of retail institutions are not accidents but the results of inherent strength. The present hand-to-mouth buying plans are not passing phases but the results of improved methods and effective organization.

A study of modern successful department stores shows that there are hundreds of variations in the form of the organizations which have produced the success of these establishments. There are some elements of uniformity in all of them. As practically all department stores have grown from small beginnings without any theoretical plan of organization, it is found that the form and content of the organization which each founder builds is the one best suited to his own needs and characteristics.

In the present day study of department store organization, we start with the analysis of the job. What is the job which the department store must perform in order to operate adequately and profitably on a permanent basis, and what is the best organization structure for the fulfilment of that job? The form of organization structure which has been developed has followed the lines of major organization divisions. General management, merchandising, publicity, service, and controlling are the chief organization divisions generally accepted by progressive stores.

It is not at all improbable that some people think that this plan of organization presents a basis of conflict. It is true that there is conflict, but conflict is inherent in the very nature of department store operation. There are four distinct points of view in publicity, service, control, and merchandising. The policies of service are bound to conflict in some cases with control and protection of net profit. Publicity and merchandising may easily have completely distinct and antagonistic interests. There are times when the benefits of service must be measured against the resulting increase of expense and consequent decrease of immediate profits.

As the fundamental purpose of organization is the continued success of the department store, the determination of the form of organization should be based upon a careful study of the operations of the business.

The function of a department store is to buy and sell wanted merchandise at a profit. To do this the personnel of the department store performs the following activities under four main divisions:

1. Merchandising Division—Responsible for (*a*) planning of stocks, (*b*) control of stocks, (*c*) buying, (*d*) planning of events, (*e*) selling.

2. Publicity or Sales Division—Responsible for (*a*) advertising, (*b*) display, (*c*) planning of events.

3. Service Division—Responsible for (*a*) personnel, (*b*) selling force, (*c*) service, (*d*) maintenance, (*e*) delivery.

4. Controlling Division—Responsible for (*a*) accounting, (*b*) expense control, (*c*) statistics, (*d*) general merchandise control, (*e*) analysis and research.

The work of the four departments is so interrelated that any one of the divisional heads can interfere with the functions of the others to the point of becoming the predominating influence of the business. In many companies the merchandise division holds the predominating position. This is natural, as the activity of merchandising is the oldest. The pedler was a buyer and seller, and as he developed into a store keeper he maintained in his own hands a dual responsibility. Store maintenance originally consisted of dusting and sweeping. Crude records were added when necessary and finally advertising began to play a part. As departmental growth took place, it became necessary to employ buyers. The point of view of each department head or buyer is the same as that of a single shop-keeper. The department store became a combination of shop-keepers. Gradually it became clear that the advertising, recording and superintending activities could be best handled for the whole store by specialists, but these men remained service aids to the chief and oldest function, merchandising.

The acceptance of the control function as an important activity is of recent date. The controller or accountant is making rapid progress. We hear of the encroachment of the controller upon the other divisions of the business. He is not encroaching, he is only following the path of its proper development as an important factor in retail business. His work is not a matter of post mortem analysis. He must anticipate rapid changes and be ready with policies to meet these changes.

The following statements indicate the activities of the four major divisions of the department store:

Merchandise Division—It is the responsibility of the merchandise division to provide for the consumer merchandise of the right style and quality, in proper quantities, at the right price and at the right time. To do this effectively, it is necessary to search the markets of the world with an intimate knowledge of the consumers' needs. Sales people are sources of information for the buyer. They should be trained and directed in knowledge of merchandise by the merchandise organization. Effective buying and selling are dependent upon the ability of the merchandise division to direct the sales force. The determination of proper quantities of merchandise depends upon intimate knowledge of consumer needs and manufacturers' offerings.

Records are necessary, but conditions change so rapidly that past results can be used only as a guide. Quantities should be determined on the basis of the judgment of the members of the merchandise division. Price levels at which the assortment of stock should be concentrated depend upon the customers' demands and market offerings.

Publicity Division—It is the responsibility of the publicity division to present the merchandise to the consumer in such a way as to build goodwill and bring shoppers into the store to buy. In order to do this, it is necessary to know who the customers are, in what they are interested, the language which will be of interest to them and create within them a desire to buy in the store. The publicity division, knowing what is of interest

to the consumer, should plan events and require the merchandise organization to search the markets for the merchandise which will satisfy these events. The publicity division should indicate not only the general type of merchandise which will be of interest to the customer but also the price levels. Through advertising, the publicity manager makes promises to the public. He promises new styles, complete assortments, proper quality, good values, efficient service. Therefore it should be his responsibility to see that these promises are fulfilled, and that responsibility goes beyond advertised merchandise. The good-will of the store and the pulling power of the public can be destroyed by having merchandise other than that advertised, which does not fulfil the general promises of value, service and style which are made in the advertisements.

Service Division—It is the responsibility of the service division to give proper service to the customer. Proper service means intelligent selling, and this in turn depends upon the wise selection, effective education, and careful supervision of the selling force. Good service also means complete stocks, good quality, and a clean and comfortable store and efficient delivery. The service division, through its service representatives and its close relationship with the sales force, is in a position to know what shoppers want. Service is the important function of the retail business. The promises of service made by the publicity division must be fulfilled by the service departments.

Controlling Division—It is the function of the controller or accountant to record the financial transactions and to control the expenditure of funds. Merchandising, in so far as it involves elements other than the style, quality, and value, is a matter of statistics. Quantities and stocks in relation to sales must be matters of statistical control. Last year's figures, corrected for present general economic tendencies, become the basis of this year's plans. Stocks should always be controlled in their relationship to sales. Plans must be constantly corrected as future estimates are converted into past accomplishment. Price levels will be the character of a store. That character has been built over a period of years. The clientele obviously does not change each year. Price levels are created in the family budgets and they are recorded in the store statistics. They may be modified by changing general conditions which raise or lower the general commodity price index, or by the changing of styles. The controller or accountant analyses the recorded price levels of customers' demands and indicates the prices at which merchandise inventories should be concentrated.

Obviously, to avoid conflict and chaos, the functions of the four divisions have to be limited and co-ordinated. If there is value in the four points of view and in the insurance which may result from the maintenance of their independence and equality, it is important that the four points of view should be maintained in more or less equality.

Obviously, the organization of a department store is composed of human beings, and the making of a splendid organization chart showing four co-ordinate divisions does not insure co-ordination. The conversion of that chart into fact requires the right type of men, a carefully worked out operating plan, and adequate supervision. Effective co-ordination depends upon the establishment of lines of responsibility which will work and, therefore, which take into account the psychology of men and women. Moreover, as co-ordination is to be obtained, it is necessary that the work of the various individuals must be such as to make the co-ordination a part of their responsibilities.

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

There are about 3000 Eskimos, comfortable, happy and contented, scattered across Canada's Arctic regions.

Practically all of them do their fur trading with the Hudson's Bay Company.

FUR TRADE DEPARTMENT

STAFF SUPPLEMENT

News from Stores, Posts and Branches

Coming Christmas Issue

The special attention of our Associate Editors, and of all members of the Hudson's Bay Company staff, wherever situated, is directed to the fact that we desire our Christmas issue to be better and brighter than ever.

We require bright articles, seasonable material, poems, story, verse, interesting historical items with a Company slant, good photographs of winter sport and pastimes, fur trade photographs of the outdoors, animal pictures, drawings, cartoons—anything, everything, that will go to make the kind of Christmas magazine you like.

Please send your material in early either to your Associate Editor or direct to the office of "The Beaver," Winnipeg.

Vancouver

JUNIOR EXECUTIVE CLUB

Since June 19, the Junior Executive Club has met every Thursday evening at 5.45 to take up a course in business psychology. It is gratifying to note that the attendance has been very well maintained, in spite of the many counter-attractions in which Vancouver abounds, especially during the summer.

Three guest-speakers have been heard by the club this season. The first was T. Spencer Baynes, vice-principal of one of the Vancouver schools, who spoke at the meeting of July 3 on "The Importance of Being Able to Speak in Public."

R. C. Scibird, general manager, was the next speaker. Following a trip to California, during which he visited most of the large retail stores of the Pacific coast, Mr. Scibird agreed to address the club on the topic: "Random Observations of the Retail Trend," at the July 17 meeting.

The keynote of his address was: "Getting back to merchandise—our problem is to find out what the public wants and sell it to them, following the sale up with satisfactory service.

"That is what we are endeavouring to do in the Hudson's Bay Company. Your store knows where it is going, and we will reach our objective as sure as fate. Keep your courage and have faith in what we are doing."

Tentative plans for the months ahead include courses in public speaking, salesmanship, and perhaps a few debates. It is expected that the Programme and Entertainment Committee will swing into action early in the fall.

The final meeting of the winter session of the club was held on the evening of May 29. R. C. Scibird, store manager, was the chairman of the evening.

Dinner was served at 6.15, after which an examination was held covering the different subjects taken up during the session.

Judging by the papers turned in, great interest has been taken in the work, and a good grasp of the subjects presented obtained by the members. The award for good standing in the examinations was office in the club for the coming season, and those elected were: President, Brock Smith, advertising office; first vice-president, Bill Halliday, boys' clothing department; second vice-president, Francis Apps, merchandise office; secretary, Muriel Barnwell, advertising office; treasurer, J. Pollock, third floor; sergeant-at-arms, V. Webb, advertising office. Advisory committee—S. J. Clotworthy (chairman), Jack Conlan, F. S. Garner. Programme and Entertainment Committee—G. W. Craig (chairman), H. G. Trumpler, W. Riley.

During the early part of August, we had as our guest in the store, Miss Marta Brown, who is conducting a retail survey on the Pacific coast for the W. A. Sheaffer Pen Company. Miss Brown, a graduate of St. Louis University, went behind the counter and demonstrated in a practical way the selling methods she advocates.

Friday evening, August 8, she was speaker at a dinner arranged by John Hyslop, first-floor divisional manager, for the members of the stationery section.

Also in attendance were E. S. Morley, head of the training department, and Brock Smith, president of the Junior Executive Club.

Introducing Miss Brown, Mr. Hyslop declared that the most important point in merchandising is the contact between the sales person and customer. Continuing, he said: "If we could make a sale on every contact, the manufacturers would have to make more commodities. As a natural consequence, they would have to employ more people. All commerce and industry revolve around that point. If we could improve our selling, the whole economic situation would be eased off."

Three phases of the selling problem were worthy of special attention, Mr. Hyslop added. They were: (1) Approaching the customer; (2) raising the unit sale; and (3) selling by suggestion.

Miss Brown traced the growth of the W. A. Sheaffer Pen Company before launching into her remarks on salesmanship, part of which we quote:

"There should be a vacant chair here this evening—the chair that belongs to the customer," she said. "Direct study of the customer is absolutely essential in this business. The customer pays all salaries, directs all promotions, controls all profits.

"We are hostesses in the store, representing the people upstairs. We are the ones who have to be gracious, if the store's policy is to be gracious. We are the ones who are to smile, if there's any smiling to be done. We must make the customers feel comfortable and at home.

"Someone has said that every sales person should do setting-up exercises every morning, smile fifteen times in front of the mirror, then they'd be ready to go and meet the public.

"Don't forget the smile. There's another important factor, the tone of voice. It's the thing that starts the sale. If the tone of your voice is pleasing and sincere, it wins the goodwill and respect of the customer.

"Of course, you must know the merchandise. Merely knowing the prices of things is very uninteresting. Learn the romance of the merchandise, where it came from, what it is made of, how it is manufactured, and so on. There's always something to learn about the merchandise. Increase your interest in the merchandise, and serve to make your presentation of it more interesting and more convincing to the customer. There is no excuse ever to be idle.

"You should have a well-planned sales presentation. Don't wait till the customer comes up and wonder what to say. You should plan a presentation for each of five or six general types.

"Suggestive selling is another factor that you should remember. What is suggestive selling? It means bringing before the customer something he needs but otherwise would not have thought of; in a word, doing him a good turn.

"Another important thing is to keep track of your own customers. Make your transaction with them pleasant, and then they will be glad to give you their names if you ask them.

"You can say: 'I've certainly enjoyed waiting on you. I'd like to have you come again. Would you please give me your name and address. I like to keep in touch personally with customers I serve.

"You can keep in touch with your customers by calling them up about sales and special events. They will appreciate your interest and very often your phone call will result in an order, there and then, which otherwise would not come to the store. It's a wonderful thing to have them your friends, for they insure for you what every salesperson and every store wants, a fixed clientele.

"To develop your selling ability, you will have to work hard and give of your strength and vitality. But having achieved your goal, you will find a measure of happiness that is not to be found elsewhere. Take advantage of any educational opportunities that may be open to you. And remember—the field is wide open!"

At a luncheon meeting, Thursday noon, August 14, Miss Brown addressed the members of the Junior Executive Club on "Raising the Unit Sale." She was introduced by President Brock Smith. Following her address, a vote of thanks was proposed on behalf of the club by R. C. Scibird, general manager.

HER GREAT MOMENT

Histrionic ability hitherto unsuspected came to light on the morning of July 24, when a one-act playlet, written, directed and starred in by R. E. Standfield, merchandise manager of the home furnishings division, was staged.

The curtain went up at eight o'clock, revealing an old-fashioned living room, the home of Mr. and Mrs. Seamless Wilton, played by Mrs. G. Rutherford, sewing machines, and W. H. Sharpe, rugs and draperies.

Potts, the butler, played by W. Bunting, hardware, soon entered to complain about the antique equipment with which he was expected to prepare meals.

Just then Dick Chesterfield, played by R. E. Standfield, arrived on the scene. He told the Seamless Wiltons all about the August home furnishings sale, the advantages of terms of payment, and the fact that the old furniture could all be traded in, with the result that they decided to refurnish their home, complete, at Hudson's Bay Company.

The title of the piece, appropriately enough named, was "Her Great Moment."

Assisting in the production were Blake Carruthers, contract department, as property man, and the scene shifters, W. Carmichael and Gregor H. Fleck, musical instruments.

The furniture used in dressing the stage was supplied by the "Thompson Studios of Used Furniture," used furniture exchange annex.

Brock Smith, advertising department, acted as chairman of the function, which was attended by several hundred enthusiastic employees of the store.

STUDIO TEA

On June 7, a charming tea was given under the auspices of the Princess Betty Chapter of the I.O.D.E. Tea was served in an artistically arranged setting in the drapery department on the fourth floor, and the beautiful merchandise displayed was the cause of much favourable comment on the part of the guests. A musical programme was given and members of the chapter assisted in serving tea.

BUYERS' MOVEMENTS

W. H. Sharpe, J. Hyslop and E. Andrew have now returned from Europe, where they made extensive purchases for their departments.

H. A. Stone, divisional manager of women's ready-to-wear, has just returned from a visit to the east. While there he attended the Amos Parrish fashion merchandising clinic, which was held for a period of four days at the Ritz Carlton Hotel, New York.

E. Furman, buyer of dresses and coats, has returned from a visit to the eastern markets.

GENERAL NOTES

M. Feeney, china department, is spending her vacation in Regina, visiting her parents.

G. MacFarlane, our store nurse, is on an extended holiday. She plans to visit Yellowstone Park and to spend some time visiting friends in the east.

Vincent Webb, advertising office, is flying to Los Angeles to spend his vacation with his family, who are visiting there. He leaves from Seattle and expects to cover the 1,100 miles in twelve hours.

The members of the traffic department, and their friends spent a most enjoyable picnic at Lynn Canyon recently.

Mrs. M. Lyttle, until recently of the bridge shop, has gone to San Francisco.

Mrs. B. Green, of the sewing machine department, has gone to the May Company, Los Angeles.

F. MacDonald, personal shopping service, has been transferred to the sewing machine department.

R. G. Coates is a new arrival in the hairdressing parlours.

F. Fletcher, cashier staff, has been transferred to personal shopping service.

We are pleased to have visiting us W. M. McLean, of the stores construction department, and are glad that he is making such a splendid recovery from his recent illness.

BON VOYAGE TO E. CORLETT

E. Draisey was hostess at a pajama party, given in her home, 2257 Seventh east, in honour of E. Corlett, service grocery section, prior to her leaving for a three-months trip to England.

The evening was most enjoyable with music, dancing and games. Prizes were won by C. Ogston, J. Campbell; vocal solos were pleasantly rendered by R. Essex, M. A. Gray, and Mrs. W. Patterson, ably accompanied by Dorothy Patterson. During the evening, the guest of honour was the recipient of a beautiful case.

Those present were: Eva Corlett, Evelyn Draisey, Myrtle Broderick, Mary Cassidy, Mildred Bishop, Ina McDonald, M. A. Gray, Crissie Ogston, Fern Ablott, Jessie Wotherspoon, Doris McKinley, Rose Essex, Dorothy Patterson, Jessie Campbell, Day Braddell, Violet Kneal, Kathleen Kneale, M. Barlow, and Mesdames L. Johnston, J. Lister, P. Hartly, F. Stewart, W. Payne, B. Murie, W. Patterson, D. Draisey, E. Armstrong, D. McCulloch.

BIRTHS

A. Fourchalk, delivery staff, is the happy father of a baby daughter, born 19th of May, and F. Wilton, also of the delivery staff, announced the arrival of a son, born on May 20. Congratulations to both.

MARRIAGES

We offer our best wishes for happiness to M. Daykin, who became the bride of Percy Berry on July 2. Prior to her departure, a shower was given for Miss Daykin at the home of Mrs. Johnson, Burrard Street, among those present being members of the silverware section, and the honoured guest was the recipient of many beautiful gifts.

BEREAVEMENTS

On May 27, Joseph S. Smith, divisional merchandise manager, lower main economy floor, died at the Vancouver General Hospital. Although only at the Vancouver store for two and a half years, "Joe Smith," as he was affectionately called, had endeared himself to all. For eighteen years previous to coming to Vancouver, Mr. Smith was resident in Los Angeles.

Our sincere sympathy is extended to Mrs. M. McGraw, of the music department, and to her family, in the loss of their dearly loved mother, who passed away at Coronada Beach, California, on August 11.

After a long illness, H. A. Davies, of the furniture warehouse, passed away on August 4. To his wife and family we offer our deepest sympathy.

To Phil Hart, china packing division, our sincere sympathy is extended in the loss of his beloved wife. Mrs. Hart was ill for a considerable time, and passed away on July 11.

We also regret to announce that Mrs. J. Rose, wife of J. Rose, stable foreman, passed away on August 10, and that Mrs. M. Walker, cafeteria staff, was bereaved in the loss of her husband, who passed away on August 2.

To B. E. Thompson, credit department, and to her family we extend our deepest sympathy in the loss of her dear mother, who passed away on June 26, after a long illness.

ANNUAL PICNIC

Basket lunches, dancing, and a variety of field sports were the order of the day for more than two thousand employees of the Hudson's Bay Company and their families and friends on Wednesday, July 9, 1930, when the annual picnic was held at Sechelt, under the auspices of the Hudson's Bay Company Employees' Association.

Two Union Steamship boats, the *Lady Alexandra* and *Lady Cecilia*, were required to transport the merry crowd from Vancouver to the coast resort.

Dancing was enjoyed on both vessels during the two and a quarter hours to and from Sechelt, music being provided by special orchestras.

Perfect weather prevailed during the entire day, with a smooth sea. Arriving at Sechelt shortly after eleven o'clock, the merrymakers sought the shaded picnic grounds, where they enjoyed carefully prepared basket lunches.

Many took to the warm waters at Sechelt beach.

There were sports for all ages. Prizes for the various events were donated by department managers of the Hudson's Bay Company.

Dancing was enjoyed at Sechelt pavilion during the afternoon, following the sporting events. A somewhat tired but happy crowd boarded the two ships at seven o'clock in the evening, bound for home.

P. J. Parker, general manager of Hudson's Bay retail stores in Canada, was unable to be present, but sent a wire to the Employees' Association in which he expressed his regrets and wished them a successful day.

Executives state that the Company gave away 4,000 briquettes of ice cream, twenty-five gallons of ice cream, 1,200 pounds of watermelon, 1,300 pounds of bananas, 2,700 oranges, 200 pounds of cherries, 7,000 candy bars and 7,000 all-day suckers, 180 gallons of grape punch and eighty gallons of cream.

Officers of the Hudson's Bay Employees' Association for 1930 follow:

Patron, Governor Charles V. Sale; honorary president, P. J. Parker; honorary vice-presidents, H. A. Doe and C. H. French; president, R. C. Scibird; vice-presidents, G. A. H. Porte, H. R. P. Gant and F. Herbert; secretary-treasurer, F. A. Wilson.

Picnic officials were: Judges, R. C. Scibird, G. A. H. Porte, R. E. Stanfield, Daly Craig, M. Evoy and H. A. Stone; starter, D. Thurston; announcer, T. Worden; recorder of results, F. S. Garner.

The grounds and sports committee consisted of: A. V. Stedham, chairman, and E. Rodgers, M. Jaynes, M. Mark, R. Anderson, D. Taylor, M. Crawford and Mrs. K. Desmond, and Messrs. T. Worden, H. F. Orr, R. H. Leaney, W. Crook, R. Easton, G. Shipp and H. Stevenson.

On the social committee were: E. S. Morley, chairman; G. MacFarlane, E. M. Paull, B. Blake, S. Storey, E. Martin and F. A. Wilson, G. D. Mitchell, E. Purdy, D. Dale, C. M. Poole and junior executive club members.

The picnic convener was H. R. P. Gant. Dr. A. Taylor Henry and two nurses were in attendance.

Results of the sporting events were as follows:

Boys and girls under four years of age, 25-yard handicap—Girls, 1, Ellen Herbert; boys, 1, John Murray; girls, 2, no record; boys, 2, no record.

Boys four to seven years—1, M. Francis; 2, Allan McKay.

Girls four to seven years, 25-yard handicap—1, Nancy Bryce; 2, V. Taylor; 3, D. McCurdy; 4, Alma Sherton.

Boys eight to twelve years, 50-yard handicap—1, Herbert McDonald; 2, Roy Abell; 3, Morris O'Connell; 4, Cecil Jenkins.

Girls eight to twelve years, 50-yard handicap—1, Gladys Williams; 2, Grace McNicol; 3, Florence Zainey; 4, Phyllis Pratt.

Boys thirteen to seventeen years, 75-yard handicap—1, J. Riley; 2, E. Grey; 3, M. Clark.

Girls thirteen to seventeen years, 75-yard handicap—1, M. Cunningham; 2, B. Dunlop; 3, H. Firley.

Men's race, 100-yard dash—1, H. Galbraith; 2, S. Kendal; 3, R. Howard; 4, D. McKay.

Husbands and wives thread-the-needle race—1, Mr. and Mrs. Jack; 2, Mr. and Mrs. W. Doonan.

Women eighteen years and over (employees), 75 yards—1, A. Curnow; 2, M. Walker; 3, R. Anderson; 4, E. Bourne.

Hundred-yard relay—Won by W. Smeaton, W. Presley, B. Dougherty, J. Maynard, P. Howard, Don McKay, E. Whitmore, H. Stevenson.

Men over fifty years of age, 50-yard handicap—1, P. Dunlap; 2, E. Hart; 3, S. Baker.

Ladies eighteen years and over, 75-yard dash (open)—1, M. Cunningham; 2, D. Low; 3, M. Walker.

Department managers and executives, 75-yard dash—1, A. Stedham; 2, G. Flack; 3, L. Carey.

Shot-put (employees)—1, J. Galbraith; 2, R. Howard; 3, A. Boon.

Tug-of-war—Won by delivery men: E. Herbert, J. Morris, G. Edwards, A. Webster, R. Leaney, J. Galbraith, C. Hovey, O. Fitzgerald.

Winners of the fishing contest were: 1, J. Reid, thirty-one pounds; 2, J. Graham.

Results of the quoits contest were: 1, J. Bradwell; 2, D. Sutherland, and third, W. Adams.

SPORT

Golf—The popularity of golfing never seems to fade and many enjoyable competitions have been held during the season. Notable amongst these was the Scibird cup competition. The qualifying round was played on the Point Grey links on June 11, the lowest net scores being turned in by the following players: H. A. Stone, G. Thomas, W. Adams, and W. Crook. Mr. Stone eventually captured the silverware, winning the final from George Thomas.

An interesting play-down is still in progress for the Governor's cup, the following eight having qualified to fight it out: W. H. Sharpe, W. N. Bunting, Van Horne, L. W. Frayer, Carwin, D. Beattie, R. C. Scibird, W. Thompson.

Men's Softball—The Hudson's Bay entry playing in "A" division of the Vancouver Senior City League showed good form this season and, while they didn't manage to capture top place in the league, they were real contenders from start to finish, winning six out of the last seven games. The players and a large number of the employees displayed a real interest in the team throughout.

Cricket—The cricket season is now in full swing, and our store team have had some very enjoyable games. As members of the Wednesday League, we meet some very strong opposition, some of the teams being composed almost entirely of Saturday players. So far we have won four games and lost seven. We are looking forward to the Shelly cup game, which is a knock-out competition. Led by the splendid example of our captain, Arthur Cook, the fielding of the Hudson's Bay Company team has been very good, many runs having been saved by smart behaviour in the field. The major share of the bowling has fallen to our old friend Sid Ward. While none of the boys have made a century this year, we hope to have one or two recorded before the end of the season. The secretary, H. F. Orr, is always glad to get in touch with any new players in the store, and thus assist in upholding the reputation which our team has always had, of being good sports.

Bowling—The five-pin bowling leagues of the store are looking forward to the starting of the games early in the fall season. And while we had a splendid turnout last year, new members on both the men's and women's teams will be very welcome.—*Eleanor S. Morley.*

Victoria

WINNIFRED McDONALD

Winnifred McDonald, who has been a member of the Victoria staff since the opening of the store nine years ago, was on Wednesday evening, August 6, united in marriage to Jesse Longfield.

The ceremony took place in the vestry of St. Andrew's Presbyterian Church, of which Mr. Longfield is organist and where the bride is a member of the choir. A reception was held at the home of the bride's parents.

Mr. and Mrs. Longfield, who left on the night boat for Seattle, en route to Portland, will make their home in Victoria.

Among the many handsome presents received were a silver tea set from the office staff of the Hudson's Bay store, and a silver coffee service from the Five C's Cricket Club, of which Mr. Longfield is the secretary.

Margaret Kermode and Violet Ovenden were joint hostesses at a personal shower at 121 Government Street, which was held in honour of Winnifred McDonald, whose marriage took place as above. The evening was spent with music and songs. The invited guests were: Mesdames A. McDonald, Frank Hunter, A. Ball, B. Dash, S. Stafford, A. Creffield, Misses Winni-

fred McDonald, Edith McDonald, Mona McDonald, Alma McKay, Phyllis Williams, Edith Roff, Winnie Bleasdale, Dorothy Thomas, Daisy Borrowman, Isabel Restell, Nellie Bradshaw, Edith Corrin, Eva Hall, Anita Davies, Irene McAdams, Kay Freestone, Thelma Walker, Louise Zarelli and Frances Washington.

ANNUAL PICNIC

The ninth annual picnic of the Victoria store employees was held at Deep Cove on Wednesday, August 6, and generally acknowledged to have been the best yet.

Transportation arrangements were of the best. Outside the store at 9.30 a.m. a procession was formed of auto coaches and in this way nearly 650 persons, comprising employees and friends, proceeded to the grounds.

An energetic committee was headed by T. Wilkinson.

With entire absence of confusion, lunch was served and tea was quickly available.

During the afternoon refreshments were served continuously, consisting of ice cream, watermelon and soft drinks, which the warmth of the day made most acceptable.

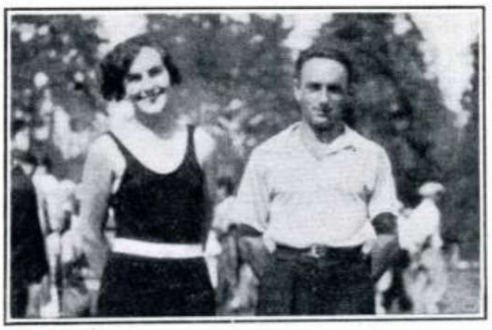
Glee Club Entertains

Something new was added to the day's programme by the introduction of the staff glee club, which has only recently been organized under the conductorship of J. Maguire. A number of splendid pieces were rendered, and were well received.

The beach also proved a great attraction for many.

Sports Programme

Don Fish, with seven and a half points to his credit, secured the grand aggregate score, winning for the second year the silver cup presented by our esteemed Governor, Chas. V. Sale. Maurice Woodley was the runner-up with seven points to his credit. The silver cup donated by A. J. Watson was secured also for the second time in succession by P. Butts, with an aggregate score of eleven points. K. Miles was second with a total of seven points.



P. Butts and Don Fish, Grand Aggregate Winners

Prize List

Ladies' grand aggregate—1, P. Butts, 11 points; 2, K. Miles, 7 points.

Men's grand aggregate—1, D. Fish, 7½ points; 2, M. Woodley, 7 points.

Golf championship—H. Hanson.

Boys' race, 3 to 6 years—1, F. Jones; 2, F. Martin: 3, C. Wharf.

Girls' race, 3 to 6 years—1, E. Wilkinson; 2, E. Hunter; 3, M. Shrimpton.

Wheelbarrow race—1, F. Rose and P. Butts; 2, D. Fish and W. Hall; 3, K. Miles and M. Woodley.

Boys' race, 6 to 9 years—1, B. Court; 2, N. Coates; 3, A. Haines.

Girls' race, 6 to 9 years—1, M. Johns; 2, G. Sherbrook; 3, P. Wilkinson.

Boot and coat race—1, P. Campbell; 2, D. Fish; 3, F. Hooper.

Boys' race, 9 to 12 years—1, J. Williams; 2, D. Milne; 3, J. O. Connor.

Girls' race, 9 to 12 years—1, E. Miles; 2. B. Wakeman; 3, M. Court.

Men's 100 yards—1, Gaunt; 2, Woodley; 3, Bentley.

Ladies' 100 yards—1, L. Richards; 2, P. Butts; 3, — Ralph.

Bun-eating contest—1, Mrs. Ricketts; 2, J. Court; 3, H. Everett.

Married ladies' 75 yards—1, Mrs. Stanley; 2, Mrs. Jones; 3, Mrs. Williams.

Men's sack race—1, D. Fish; 2, L. Baker; 3, M. Woodley.

Ladies' sack race—1, P. Butts; 2, K. Miles; 3, E. Miles.

Messengers' race—1, K. Miles; 2, Walker; 3, Conway.

Victoria Store's Seven Smiling Swimmers

Three-legged race—1, P. Butts and M. Woodley; 2, P. Campbell and G. Cook; 3, K. Miles and F. Rose.

Tire removing and mounting—1, H. Gallop, 44 sec.; 2, L. Fea, 50 sec.; 3, L. Dixon, 1 min., 1 sec.

Tug-of-war (six men)—1, Campion, Chappell, McKie, Kroeger, Small and Okeman; 2, Fortin, Pellett, Moore, Jasper, Elliott and Gault.

Married women's tug-of-war—1, Mrs. Ricketts, Mrs. Coates, Mrs. Holness, Mrs. Williams, Mrs. Ripley, Mrs. O'Connor, Mrs. Taylor, Mrs. Wharf.

Judges: J. A. Davidson, A. S. Woollard and E. F. Ford. Starters: A. Haines, R. Eaton. Announcer: Geo. Hibber. Official scorer: P. Shrimpton.

After tea the prizes were presented by Mrs. A. J. Watson. In the absence of A. Hewison, president of the Wednesday Football League, A. J. Watson presented the Hudson's Bay employees' football team with the championship cup, each member of the team receiving a small cup for permanent possession. H. Hansen was presented with the golf championship cup donated by A. J. Watson.

GENERAL NOTES

Leslie Smith has joined the staff of the credit department to fill the position left vacant by H. C. Watson, who has gone to England.

J. McLeod, from the Winnipeg store, was a visitor to Victoria to superintend the installing of the equipment in the New Coffee Shoppe on the lower main floor.

Newel M. Spratt has rejoined the Victoria store staff after being away about twelve months. Mr. Spratt has been appointed floor manager on the lower main.

During the early part of the summer, Daly Craig was an interested visitor to Victoria and the Victoria Store.

NEW COFFEE SHOPPE

Capable of caring for sixty persons at one time, the New Coffee Shoppe and soda fountain located alongside the groceteria on the lower main floor has already proved itself a great convenience to shoppers.

Up-to-date in all its equipment, the Coffee Shoppe is designed to meet the demand for quick order luncheon and refreshment requirements of the public.

The tables, the tops of which are constructed from Formica, a new material fire-proof and mark-proof, are in a horseshoe shape and the low swivel chairs of mahogany finish are splendidly comfortable.

There are two fine soda fountains, with the very newest and most convenient equipment, where the best refreshments known to soda fountain experts are served.

The Coffee Shoppe is open during business hours, from 9 a.m. to 6 p.m.

GLEE CLUB TO GIVE CONCERT

The Shriners' hall has been engaged for the holding of the glee club's first public concert. This is to take place in October and from what one already hears there will be no difficulty in filling the hall. The members of the glee club are meeting every week and are working up some good numbers. There is a rumour going around about a men's quartette which will make its first public appearance at this concert. But Mr. Maguire, who should know something about it, declines to commit himself. —*A. S. Woollard.*

Kamloops

We welcome Alice Dodman to our office staff. She was in the office of the Lethbridge store before joining us here.

T. B. Calderhead, our men's furnishing department manager, made a visit to Vancouver to see H. O. Teasdale, buyer and supervisor men's clothing, regarding placing orders for the fall season.

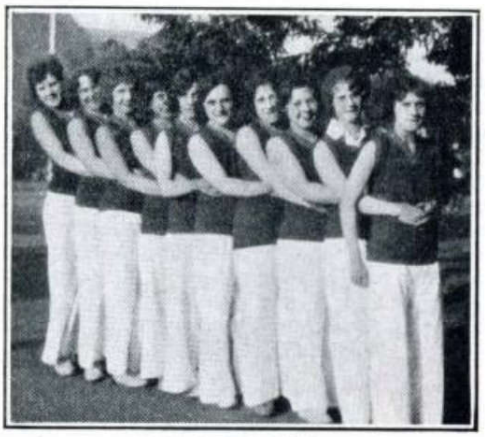
A. E. Dodman, manager, and G. Barraclough, of hosiery and notions department, paid a business visit to Vernon recently.

C. Henderson, grocery manager, regrets that through pressure of business he was unable to accept the invitation to act as judge for highland dancing at the Edmonton Highland Gathering.

A. E. Dodman, manager, and R. Jesson, furniture and hardware manager, visited Vancouver on business. While there they made some excellent purchases which will be featured during our August home furnishing sale.

OUTING TO PAUL LAKE

A few members of the staff and their friends held a most enjoyable picnic one Sunday afternoon at Paul Lake, in a field adjoining the home of Mr. Williams, Dominion forester, who granted permission to picnic at his place, a kindness that was appreciated. There were about forty in the party, leaving Kamloops in six cars about 1.30 p.m. The weather was ideal. Many went bathing to get cooled off, and others went boating. An appetizing lunch with a host of tempting eatables was served and to this full justice was done. Everybody enjoyed the day immensely.



Ladies' Softball Team
Left to Right—M. Glover, L. Munro, A. Willie, A. Dougans, M. Morden, Y. McMillan, E. Foulger, G. Keys, P. Neil and J. Dougans.

SPORT

Softball—The game of softball made its initial appearance in the city this year, and was very enthusiastically received. A number of men's and ladies' teams entered the City League, and among these was a representative team of both men and girls from our store.

The girls made their appearance early on in the season in snappy uniforms of long white trousers and green sweaters with the Hudson's Bay Company coat-of-arms, and although at first their play was somewhat ragged, due to the fact that they had never played the game before, they picked up very quickly and soon made quite a name for themselves. Yvonne McMillan was elected captain of the girls' team.

The men's team, under the capable leadership of T. B. Calderhead, entered the Commercial League. In the first series, the Bay tied with two other teams for first place, losing out in the play-off, but in the second series they won first place from the C.N.R. shops, a very formidable team. Then in the play-off for the leadership of the league, the Bay showed their real class and won the title from the shops in a thrilling game which finished with a score of 8-7.

The popularity of both the men's and girls' teams is attested to by the large numbers of enthusiastic rooters at all their games, and we consider both teams enjoyed a very successful season.

It is rumoured in the store that the ladies' team did not win a softball game unless J. T. G. Howard, our accountant, bribed them with chocolates. To get ready for next year, we are opening a fund for this purpose, so that we shall have plenty of inducement for our girls to win.

The most enthusiastic fan for the Bay team was young Jimmy Jesson, who has never missed a chance for rooting, attending every game.—*A. E. Dodman.*

Calgary

On the 21st June the Calgary Store opened the downstairs economy floor, in which there are ten departments operating. Plans were made and special merchandise throughout to bring in a good crowd. A quite successful opening was recorded.

On the 31st July the fountain luncheon service was opened, and this is a most attractive section in our downstairs economy floor, serving light luncheons, including breakfast and afternoon teas. There is seating capacity for 117 people, and it is equipped with the most modern fixtures and the most up-to-date fountain. This is attracting many people, and on Saturday, the third day of operating, nearly one thousand people were served.

A. H. Doe arrived in Calgary August 8, to complete all details of the new store.

W. M. McLean is leaving this evening for the coast. We all hope Mr. McLean will enjoy a well-earned holiday and rest after his months of work and illness.

O. C. Johnston is welcomed to the Calgary store, and is supervising ten important departments on the main floor.

G. W. Kidwell has taken the position of divisional merchandise manager of the third floor and the art needlework, piece goods and staples on the second floor.

At present various of our departmental managers are in the east buying for the fall season. G. W. Kidwell, C. Brown, R. J. MacDonald, A. Fraser, Mrs. McCracken and J. K. Hill are in the markets.

A. Anderson, of our telephone staff, has been confined to the Holy Cross hospital for some weeks, but we hope to have her back again soon, as she is recovering speedily.

The erection of our new beacon is almost completed, and this useful attraction will soon be in operation.

We were honoured by the visit of Lord Ebury on June 9, 10 and 11.

ANNUAL FIELD DAY

On the 11th June, the H.B.E.W.A. held the seventeenth annual field day, with an attendance of six hundred. It is voted this was the best field day ever held.

A special feature was the attendance of the sixteen-piece Elks band and a dance orchestra in the evening. A special dance platform had been erected and was enjoyed by hundreds of the employees during the latter part of the evening.

Field events, golf and tennis, were an outstanding success.

Our manager, F. M. Johnston, and Mrs. Johnston, were present, and were accompanied by A. H. Doe and G. F. Klein, of Winnipeg. Prizes were presented by Mrs. L. G. Cooke.

Sports

Results of the various events were as follows:

Men's 100-yard dash, open—1, R. Ings; 2, C. Abbot.

Single ladies' race, 50 yards, open—1, Miss E. Wallace; 2, Miss M. Allen.

Buyers' race, 75 yards—1, George Benson; 2, A. E. Warrington.

Boys' race, 14 and under, 75 yards—1, Clifford Stampe; 2, Lorne Houck.

Married ladies' race, 50 yards—1, Mrs. F. Cooper; 2, Mrs. E. Duthie.

Girls' race, 14 and under, 50 yards—1, Della Thomason; 2, Eileen Cranston.

Men's relay race, three each floor, 150 yards—1, Groceteria team (C. Abbot, V. Abbot and R. Ings).

Boys' race, under 10 years, 25 yards—Prizes for all.

Egg race for ladies, 25 yards—1, Miss E. McClarry; 2, Miss M. Godlington.

Girls' race, under 10 years, 25 yards—Prizes for all.

Ladies' relay race, three each floor, 150 yards—1, Main floor team (Miss M. Allen, Miss Jean Ayres and Miss A. Malm).

Sack race, 25 yards—1, J. Binks.

Cigarette race—1. V. Abbot and Miss Plenderleith.

Special race—Miss E. Andrews.

Obstacle race—1, E. Fortier; 2, Miss M. Allen.

Tug-of-war, eight men—1, Sixth Floor.

Cross country race—1, B. McLennen; 2, Charlie Abbot.

Golf events—Ladies' driving competition, Mrs. McGregor. Men's driving competition, G. A. Greig. Ladies' approaching and putting, Miss Proctor. Men's approaching and putting, W. A. Dott.

Softball—Mixed teams; Hubberts won 27-20.

SPORT

Golf—The golf club this year is experiencing one of the most successful years since inception. A committee formed of four members, A. E. Warrington, J. A.

Hudson's Bay Company "Beavers," Calgary
Semi-finalists in City Softball League, 1929, and now in City Championships

McGregor, G. A. Greig and H. S. A. Johnson, have got together a programme of events that have maintained interest right through the season. We now have one hundred and ten members, and this branch of our sports has been a real financial success.

The Edmison cup for ladies' golf has been won by Mrs. G. A. Greig.

The open championship will be played during the latter part of August and the first two weeks in September.

The ladies' store cup competition will be played on August 20.

Tennis—There are now two double tennis courts, which are enjoyed by over one hundred active members.

We congratulate J. A. McGregor on winning the Governor's cup, on the 6th August. Mr. McGregor eliminated H. S. A. Johnson after many interesting battles.

Store cup has been won by A. E. S. Warrington.

The stores tennis championships are being played during the month of September.

Softball—The girls' softball team are very strong competitors in the second half of the Commercial League. These Hudson's Bay "Beavers" are out to win the finals and the championship of the city. Last year this team of girls got into the finals but were beaten after a play-off. This year they are out to win.

After being rather handicapped in the beginning of the season, the men's softball team is playing real ball, and are winning games.

Swimming — Training teams are being organized for swimming and diving. Special arrangements have been made at the Crystal pool.—*L. G. Cooke.*

The Hudson's Bay ball will be held in the large dining room of the Palliser Hotel on Tuesday, October 14. This ball last year was very delightful, but we are planning an even more enjoyable evening on this coming occasion.

TENNIS

Tennis, in the past, has been somewhat in the background, chiefly owing to a scarcity of real tennis enthusiasts. This year, however, has shown a great change, and we are well on the road to having a real live club. This has been brought about by the splendid support of our Welfare Association executive and sports committee headed by H. Johnson.

Early in the spring our superintendent, F. Stampe, and L. G. Cooke, our merchandise manager, (who, by the way, are real tennis enthusiasts) appointed a committee consisting of E. Hamilton, M. Law, T. Goodland and F. A. Eldridge to go into the matter of tennis and start things moving.

Our Welfare Association executive responded generously to our appeal for funds, with the result that we have been able to rebuild our old court and build an entirely new one, which have both been fenced and kept in good shape all the season by H. Coffy, a new member of our warehouse staff.

Early in the season we arranged a tournament for all members of the staff, which has unfortunately been postponed several times owing to inclement weather. We have, however, got down to our finals which are to be played on August 10 and 13. The finalists are as follows: Mixed doubles, W. D. Havard and M. E. Truskett vs. J. McGregor and W. E. Harris; ladies' singles, E. Hamilton vs. E. Malm; men's singles, F. Stampe vs. T. Goddland. The winner of this game plays S. Eustice, and the winner of this plays W. D. Havard in the finals.

We have a good live membership of approximately one hundred.

We hope to finish the season with another short tournament and will wind up with a social evening at our spacious and comfortable club rooms.—*Fred A. Eldridge.*

Edmonton

GENERAL NOTES

A welcome is extended to the following new members of the staff: Mrs. H. Reid, L. Zalizniak, E. Muir, Mrs. O. Shinners, Mrs. Eva Jenkins, Clarence Gill, Gordon Taylor and Wm. Bryans.

We are glad to see the following members of the staff back in their places after their recent illnesses: Mrs. L. Wilson, C. Jackson, E. Noble and B. Semple.

J. J. O'Brien, ready-to-wears and furs, is receiving congratulations as the father of a ten-pound baby girl.

At the time of writing, A. S. Ramsey, merchandise manager, E. Bergot, silks and staples, and M. Beirness, millinery, are in the eastern markets.

The following department managers have recently returned from the markets: F. Hooper, men's wear; J. J. O'Brien, ready-to-wears and furs; B. Twitchell,

Part of the Office Staff, Hudson's Bay Company, Edmonton

hardware; A. Baird, rugs and draperies; F. B. Gray, shoes, and B. Weir, furniture.

Mrs. M. Howe, of the advertising staff, is on a motor trip to California.

J. Usher returned recently from a trip to Montreal. We understand he had a few days in Winnipeg renewing old friendships.

During June we were favoured with a visit from Lord Ebury, Hudson's Bay Company director, accompanied by G. F. Klein.

The offices have been transferred from the sixth floor to the annex on second floor, and judging by remarks heard, is a very popular move with our customers.

MARRIAGES

We extend congratulations and best wishes to the following members of the staff who have recently joined the ranks of married folk: M. Stevens, drug department; Dorothy Clyne, cashier meat department; V. Johnston, cashier grocery department; R. Smith, furniture department.

ANNUAL PICNIC

Voted the most successful picnic in the memory of the oldest employees, the annual store picnic held at Alberta Beach, Wednesday, July 30, was filled with enjoyment from the time the train was boarded at 1.45 until the return at 11 p.m. Advantage was taken of the Wednesday half-holiday and there was no interruption in the store service, as lunch to the staff was served on the train. J. H. Ashcraft, store manager, was present and personally supervised all arrangements. The buffet supper was a feature of the proceedings. A complete sports programme, swimming, boating and dancing, all went to make the outing enjoyable. A telegram of greetings forwarded by the picnic committee to P. J. Parker, general manager of Hudson's Bay Company stores, was graciously acknowledged.

—*J. P. McNichol.*

Lethbridge

STAFF

H. S. A. Johnson, of the Calgary store, paid us a visit on July 9 in connection with our men's and boys' clothing department.

A large number of the staff have now returned from their vacations, and the remainder are eagerly looking forward to theirs as the weather has been exceptionally hot this summer.

Those spending vacations at coastal cities this summer were Doris Frayne, Mrs. E. Patterson and George Unsworth, the two latter mentioned making the trip by motor, and all report an enjoyable holiday. Amelia Wisely, Kay Tennant, Harriett Chaplin, R. Bailey, F. Rogers, L. Tulloch and G. Carr have also returned to their respective places in the store. Pauline Prosser chose a motor trip to Calgary and Banff, returning via the Windermere Highway; L. Christianson also visited Calgary and Banff; Kay Ward spent her vacation at Calgary, and Madeline McLean has just left for a vacation to be spent in Regina.

We welcome W. McIntosh to the men's and boys' clothing department and A. Lowes, of Calgary, to our shoe section.

Mrs. B. Kane has joined the selling staff at the service grocery store and we extend a hearty welcome to her.

The A.D.P's, consisting of five of the girls from the staff, decided to take a week's outing and yet carry out their duties at the store. This sounds rather absurd, but, when explained, is quite logical and very easily accomplished. The association possesses a fine club house at Henderson Lake with practically every modern appliance which one would desire. The club house itself is a four-roomed structure and has a large veranda which extends right across the front of the building and down one side and overlooks the lake. The street car line is just about two blocks distant, as also is the dance pavilion, and about a block in the opposite

Softball Team
Left to right—Doris Frayne, Pauline Prosser, Elsie Frayne, Amelia Wisely, A. Garrick and (holding banner) Mrs. E. Patterson.

direction lies the city golf course. The association possesses its own private tennis court, also boat, and if anyone has a weakness for swimming, a block's walk will take them to the bathing beach. About the biggest and best feature is the fact that it is so surprisingly cool there, irrespective of how hot it is in the city, and it seems rather unfortunate that more use is not made of the place during the summer. Arising at six a.m., taking a morning dip, preparing and then clearing up the breakfast, the hike to work (approximately three miles), the return hike in the evening, preparing the evening lunch and then tennis, make up a part of the day's programme. Do they like it? "And how!" is the reply the girls give to all such queries.

SPORT

Softball—Softball has been the rage in the city and, as one or two of the staff decided that the "Beavers" had to be shown how to play the game, the "Fat Emmas," with R. Bailey as manager, issued a challenge to the "Beavers," which was immediately accepted. So one Wednesday afternoon both teams proceeded to the association's club house at Henderson Lake, where the ladies of the staff prepared and served a delightful lunch. This was followed by the much talked-of encounter. All went extremely well for the "Fat Emmas" until the umpire had to leave, but after that—sufficient to say the "Beavers" have not received another challenge.

In the ladies' city softball league, the "Beavers" tied with the "Red Sox" for first place in the first half, both teams having won five games out of six. In the second half, the "Beavers" fell down quite badly, only winning three out of six games. They now have to play the "Kids" to determine who shall meet the "Red Sox" in the finals.

ATHLETIC ASSOCIATION

At a general meeting of the H.B.A.A. called for the purpose of electing a president, which vacancy was occasioned by the departure of A. E. Dodman to Kamloops, B.C., J. H. Cormie was unanimously elected to fill this position. A. Scott was then elected vice-president in Mr. Cormie's place and R. Bailey elected to fill A. Scott's place on the executive committee. Following is the personnel of the sport's committee elected for the season: Pauline Prosser, Harriett Chaplin, Lena Christianson, Madeline McLean, Doris Frayne, R. Bailey and A. McNish, the last mentioned acting as chairman of this committee.

PICNIC

The opening picnic of the H.B.A.A. was held at the association's club house at Henderson Lake on Wednesday afternoon, June 18. The day was an ideal one, and tennis, softball and various races were all carried out with great hilarity. In the tennis tournament, Melvina Nelson and Edith Craig captured the prize, and the race awards were as follows: Thread and

Lethbridge Picnic Group

needle race, Melvina Nelson and Jack Watson; wheelbarrow race, Melvina Nelson and Gordon Boyse; ladies' sack race, Grace Harrower; gents' sack race, Jack Keys; three legged race, Kay Tennant and Jack Keys; novelty race, Peggy Kerr and D. V. Hardyman; whistling race, P. Lynn and Jack Lawrence; beauty contest, Lena Christianson.

In the softball fixture the "Beavers" (ladies' team represented in the City softball league) outran the picked team chosen to oppose them.—*A. I. Garrick.*

Saskatoon

MINIATURE EXHIBITION

May 16 to 23 inclusive, a miniature exhibition was held in the grocery basement, which caused considerable interest.

The following companies had special individual exhibits: Hudson's Bay Company, City Creameries, Quaker Oats Company, P. Burns & Company, Red River Cereal Company, Robin Hood Company, Harris Abattoirs, J. S. Fry & Sons, Ed. D. Smith & Sons, Independent Biscuit Company, Swift Canadian Company, H. J. Heinz & Company, Canada Dry Ginger Ale Company, Kelvinator Company, Vitone Company, Postum Cereal Company, Scott, Bathgate & Company.

Each exhibitor gave special demonstrations of their products, and invited free sampling to introduce the merits of their various commodities.

J. Webster attended the Hudson's Bay Company footwear convention and brings back a message of real progress in the Hudson's Bay Company merchandising preparations for the coming seasons.

C. E. James recently returned from the Hudson's Bay Company chinaware convention held in Winnipeg, and reports very beneficial results.

D. McIvor left on August 6 for the eastern markets.

Winnifred Horrocks has just returned from a hosiery buying trip, and reports good prospects for the fall business.

Mrs. M. E. Macdonald, recently returned from the Hudson's Bay Company women's underwear convention held in Winnipeg, reports excellent progress in the Company's merchandising plans for the future.

The annual August sale of furniture is away to a good start, which promises well for the coming fall trade in general, as this event is usually a good indication of the general conditions.

We were pleased to receive a visit from Geo. W. Allan, K.C., and P. A. Chester on May 15.

Judging by the extensive preparations, the Hudson's Bay Company employees' picnic to Watrous this year promises to be a day of real enjoyment for all.

We were very pleased to receive a visit from Lord Ebury, D.S.O., M.C., from London, whose kindly message of inspiration left a very beneficial impression throughout the store.

Congratulations to A. E. Weldrake upon the arrival of a son.

WINTER BOWLING SEASON RESULTS

1, Balmorals (A. E. Hughes, A. Eggertson, and Misses B. Wilson, M. Densul, E. McInnis).

2, Ace High (R. Wilson, P. McCartney, and Misses M. Scriviner, M. McGrath, D. Wright).

3, Luxuria (J. K. Gilmour, A. Newall, and Misses L. Gordon, L. Holden, V. Lougheed).—*L. Jones.*

Opportunity

"They do me wrong who say I come no more
When once I knock and fail to find you in;
For every day I stand outside your door,
And bid you wake, and rise to fight and win.

"Wail not for precious chances passed away,
Weep not for golden ages on the wane;
Each night I burn the records of the day;
At sunrise every soul is born again."

—*Walter Malone.*

Lady—I want to see some kid gloves for my eight-year-old daughter, please.

Polite Clerk—Yes, madam, white kid?

Lady—Sir.

The Beacon

An empire comes to life anew
As it never was before;
For the bird-man fastens on his wings
To speed from shore to shore,
Quickening the public pulse
While travel claims its own;
The jaunty, gay-plumed lads will reap
The harvest they have sown.

A monster beacon guides the course
To Winnipeg by air;
'Tis gift of **H B C**, the firm
Whose stations everywhere
Dot rugged shores of Hudson Bay
In land of Eskimo.
This beacon lights the airman's way
At night in fog or snow.

The pilot climbs into his seat
With its tiny bird's eye wicket;
The passenger holds in his hand
His newly-purchased ticket;
They hop from field, rush over earth
Like comet on its way.
A thousand miles to west they land—
Thus ends a perfect day.

Two bags are seized by waiting crew.
Ah! what is seen within?
A sweetheart's note, a parent's plea
For son to strive and win,
A lawyer's brief in noted case,
A long-due check or so,
Good news, bad news, three times as fast—
In truth, "The mails must go."

Stop for a moment to reflect
Upon this pleasant scene;
'Twas not always a man could ride
To heaven in a flying machine;
Poor Icarus was mourned in song
As one who flew and fell
In squashing crash with unwaxed wings,
A victim of Solon's spell.

For many years designers toiled,
Blood dripped from pilots' brow,
The ground men cursed their natal day—
All that is history now.
And so we well may drink the health
Of men who stood the grind,
Who scout the laws of gravity,
Leave Father Time behind.

Let's make an entry in the book
Of human deeds well done;
But more, when in a hurry use
The planes to Edmonton,
Regina, Moose Jaw, Calgary,
The States or anywhere—
A cheer for the man with one foot on the ground,
Three cheers for the Knights of the Air!

—*George M. Battey, Jr.*

Winnipeg

STORE ACTIVITIES

The period between anniversary sale and the September issue of the magazine, coming as it does in the summer months, brings not so many big merchandising events, but timely capitalizing of the season; the weather, and local events afford some opportunities for distinct promotions, the first among which was our

Cretonne Carnival

during the last week of May. For this occasion, our display department certainly did a great job. The main aisle was spanned by arches from pillar to pillar, each arch being gracefully and colourfully draped with various cretonnes and other drapery lengths, with special display tables along the aisle carrying window sashes with curtains and curtaining.

In May, and again in July, our fashion writer pepped up a dull period with two timely "splashes," the first being a

Pyjama Promotion

which made emphatic play on the vogue for wearing these garments for not only sleeping but in the kitchen, for breakfast, for lounging, for the bridge party, and for beach wear. Six windows were given to this event, as it was one of the season's most popular vogues.

Another, as mentioned, was a

Two-Legged Promotion

This was just a co-ordinated advertisement, where the copy and illustration tied up the different two-legged fashions, such as "Gob" pants, swim suits, pyjamas, shorts, and beach overalls, with a listing of holiday and picnic needs from all over the store, but it very successfully gave prominence to several things which individually would be hard to emphasize without eating up costly space.

The Horse Show

Sponsored, and carried out very successfully, by Winnipeg society groups and clubs with a view to raising money for

charity work, this afforded us an opportunity not only to help advertise the event but to tie up a fashion ad. with the event. Play was made on the two rather distinct modern trends, and the copy and cuts carried out the caption idea—At The Horse Show; Will You Be "Quaintly Modern" or "Sportingly Modern"—featuring the longer lines fashions and the youthful shorter sportswear.

Manitoba's Diamond Jubilee

Sixty years of confederation for Manitoba was made the occasion for a celebration throughout the province. City stores closed for a half day and the particular event in Winnipeg was the formal transfer of the natural resources from Dominion to Province, Premier King being here to honour the occasion. Events such as this, while not of course lending themselves to merchandising promotions, always bring to light anew the long association of Hudson's Bay Company with Canada and Canadian affairs, and discreet mention in our display ads. can always be made in a manner to add dignity to the talk and further enhance the prestige of our Company.

August brings us the

August Home Furnishing Sale

and, difficult though times are, we see fully justified the conference of buyers and cooperative viewing, sampling and buying, also the benefit of massed orders to preferred makers which has been instituted by the stores' management. Particular emphasis is being laid, as was forecast in the March issue, on selling of room ensembles, and particularly in living room furniture this has proved very popular during the sale—this undoubtedly in great part owing to the very favourable pricing which our buyers have attained.

The other big August event is the

Advance Sale of Fur Trimmed and Cloth Coats

in connection with which the furs department has also presented specially attractive advance coat offerings. Generous reductions, as compared with regular September and fall prices, are offered, deposits taken to hold purchases until early in October for final payment (furs also offer deferred terms) and not only does a successful sale bring in August business but the prestige and publicity actually help in later regular business.

Beacon Specials

These specials are now receiving the attention of every store buyer, and a beacon special is now almost a daily store feature. The glow of the Neon beacon miniature is being further aided by a ground floor display of beacon special items situated in the elevator arcade.

Our Windows

We are having all window floors refinished and the backgrounds repainted. The colour chosen by Mr. Heales for the background is a neutral green, and is certainly very attractive. Mr. Heales mentions that the effect now will be very similar to the windows in the new Bullock store at Los Angeles, and to Morgan's, Montreal, sounding one of the most modern notes in colour for display purposes.

BUSINESS CLUB

Meeting May 28. R. S. Carey in the chair, and Thos. Hargreaves as the speaker of the evening. Mr. Hargreaves had just returned from the National Retail Dry Goods Association convention and, in opening his talk, mentioned the authority and weight of combined thought behind the association's activities, its membership consisting of over 1,500 stores, including the leading stores all over the continent.

The convention dealt with three principal things—store management, traffic problems, and personnel—and Mr. Hargreaves dealt with these in a clear and interesting as well as instructive manner.

Mr. Dunbar, of the shoes, and Mr. Parker, men's clothing, were able specifically to endorse Mr. Hargreaves' words on the value of consolidated purchases and preferred manufacturers. A vote of thanks moved by Murray Hunter was enthusiastically applauded.

A special article of interest to all store people, compiled by Mr. Hargreaves, appears in this issue.

This was the last meeting of the club, which will re-convene in the fall season.

MARRIAGES

On June 28, the marriage took place of Florence Hunt, footwear office, to Otto Haltalin, traffic department assistant. A stag party to celebrate the coming event was held for Mr. Haltalin a few days previously.

On July 12, a second store marriage was celebrated, when Eva Bannister, adjustment bureau, became the wife of N. E. Gray, gloves section. On the 10th, a party of store friends held revel at Mr. Gray's home and took the occasion of presenting the couple with a lovely comforter.

The many friends of both happy pairs wish them every continued happiness and prosperity.

A GARDENING SUCCESS

Sid. Rogers, in charge of our fruits, vegetables and seeds sections, has proved he knows his floral culture by carrying off fourth prize in the Greater Winnipeg home grounds competition. We are reminded

that, as all this great city's best amateur gardeners enter, and that owing to recent occupation of the premises Sid. had first to clean up the soil of this 67-foot lot before he could beautify it, his victory is one which ranks him as a leading gardener. A feature that drew the judges' particular commendation was the beautiful rockery and lily pond Mr. Rogers had included in his layout of the grounds. Every bit of the work, including the cement pool, was Sid's personal work, and we certainly congratulate him on such a successful home hobby.

RESCUES FOUR FROM DEATH IN WINNIPEG RIVER

A tale of heroism is told by friends of Walter Dupee, 439 Trent Avenue, who on four occasions on 3rd August, jumped into the swift waters of the Winnipeg river at Seven Sisters Falls to rescue four persons from drowning.

Three of them are children, whose names are unavailable. The fourth is Miss M. Wilson, 32 Balmoral Place, a member of the ill-fated party which included Mrs. J. C. Dries and Mr. Edmund H. Bennett, who were drowned.

Mr. Dupee is in the stove department, Winnipeg Store.

Members of the staff of the tea, coffee, and cake sections, recently spent a day at Grand Beach. Mr. Athey was in charge.

SPORTS

Tennis—A very active and successful season is being enjoyed. With a membership reaching one hundred, the courts have never presented a livelier scene.

Hudson's Bay Company entered each division of the city league—A, B and C. This means that we had the following entries in each of three sections: Ladies' singles, men's singles, mixed doubles, ladies' doubles, men's doubles. This provides, in this league alone, five exciting matches each week, and when we note that our entries are standing second in each division, we feel really proud of the members. N. B. Francis and "Hum" Bonnycastle have proved stalwarts in upholding our standing in A division, their fine play well meriting special mention.

Club tournament finals have been reached in several events, the men's singles being won by Walter Rice, an associate member. We shall hardly get final results in all classes for this issue, but if some of the other finals are as Rice's (he only beat George Bowdler, retail shoes, after a five-set match), then the tennis fans are going to get some breathless moments.

We are pleased to note that a goodly number of Hudson's Bay Company players entered in the local city tournaments for Manitoba and Western Canada titles, keeping the club prominently on the city courts.

Mention must be made, too, of the courtesy of the lady members, who have been providing Saturday afternoon tea at the marvellously low price of one dime. The boys especially are very appreciative.

Ten-Pin Bowling League—A meeting will shortly be called to formulate the fall and winter series. Prospective members and present players are requested to watch for this and attend.

Tennis Club Winter Five-Pin League—This mixed-team league will again go into action, providing the means of pleasant fall and winter sports contact for the tennis members.

The Golf Competition—This has now reached the semi-finals stage, several very hot contests having been registered during the play and many veterans falling by the wayside. C. Gilroy, of the merchandise office, a young golfer just in his second year of the game, has shown wonderful improvement from his 109's of the early season and has been shooting 95's, etc., to gain a semi-finals place; others to play off are F. Holmes or W. Hicks, T. E. Wood or T. F. Reith, and a fourth gladiator not yet decided from the fourth round. The consolation series is in the third round, and will likewise provide some stirring episodes, as several of our better players are all set to retrieve previous defeats.

Jimmy Ball—Jimmy Ball, famous Winnipeg quarter-miler, stepped away from the prescription counter at Hudson's Bay Company and without special training again demonstrated his sprinting ability at the Manitoba championship meet at Brandon, on August 4. Jimmy covered the 100 yards in 9 4-5 seconds to win; also winning the 220 and 440 distances and, just for good measure, jumping nearly twenty feet to win the broad jump and aggregate points.

Jimmy is at Hamilton while this issue is being printed, and, although his lack of training and the effort of having to make three trial quarters in as many half-hour periods left him leg-weary and fourth place, his time in the heat was best. We're hoping he will assert his superiority over the 440 as convincingly as he did at Amsterdam when he ran Barbuti into the ground, and again at Dublin when in '28 he broke the Irish twenty-year record for 200 metres and set the hard-to-beat mark of 48 4-5 seconds. Incidentally, at those games Jimmy won aggregate points and brought home the lovely Queen (of Talteann games) bronze statue, which is indeed queen of his many trophies.

A Manitoba boy, born at Dauphin, Jim is the real modest athlete whom everybody respects as well as admires, and we wish him the very best of luck.—*W. E. Gray.*

Winnipeg Wholesale

The sympathy of the staff is extended to C. Breckman, who was recently bereaved by the loss of two sisters, Rose and Johanna, aged fifteen and twenty-one years respectively.

A. G. Douglas, one of our travelling salesmen, was involved in a fatal automobile accident on June 12 near Oak Lake. Mr. Douglas, although his car turned completely over, escaped with slight injuries. The driver of the other car was instantly killed. At the inquest following the accident, Mr. Douglas was exonerated from all blame. By an unfortunate coincidence, Douglas met with a similar accident about a month later. The car in which he was riding as a passenger was struck by a passing car and rolled over, Douglas escaping again.

Regina Wholesale

It is with great regret we have to report the death of E. J. Wilmot, who was killed in a railway crossing accident near Moreland, Saskatchewan, on May 15, 1930.

General

A SUCCESSFUL PICNIC

That difficulties and obstacles often turn out to be blessings in disguise was proven on Saturday, June 14, 1930, when the staff and friends of the offices of the Canadian Committee, Hudson's Bay Overseas Settlement, Winnipeg depot, Land, Fur Trade and Wholesale departments held their annual picnic at Sans-Souci Park, Matlock.

The troubles referred to were purely due to climatic conditions. The four motor buses chartered for the occasion, together with a number of private cars, left Hudson's Bay House with their human cargoes on time, but the weather looked very doubtful and the roads were reported to be in bad condition on account of the heavy rains.

Some miles had been negotiated through heavy showers and bog-like roads when one of the buses stuck tight. With the aid of a chain cable large enough to hold a big liner, another of the buses, with many snorts and grunts, successfully withdrew it from the gumbo. This performance was repeated a few miles further on, but by seeking the best roads we arrived at Winnipeg Beach, where a halt was made for further consultations as to the best route to take for Matlock.

Further heavy showers and two other buses getting stuck caused more delay and we arrived at our destination nearly two hours behind the scheduled time. To our great joy, however, the sun had now broken through and was shining brilliantly, continuing so to do for the remainder of the afternoon.

Had we arrived at Matlock on time, we should no doubt have landed there right in the midst of the downpours and possibly have returned home feeling that the conditions were hopeless for our programme. As it was, the turf was in very good condition and it dried up splendidly.

After lunch, the very lengthy programme of sports, for contestants of all ages from tiny tots to grandpas, was thoroughly enjoyed by all. Space sufficient for details of these not being available, it is unnecessary for comment beyond the fact that many of the events were very closely fought out and consequently the excitement was often at fever heat.

The committees responsible for the day are to be complimented on their efficient work, particularly those hard-working ladies and gentlemen handling the refreshments, which are always very important factors in making an enjoyable day in the open. There was an abundance of soft drinks, ices, fruit, tea, coffee, etc., which fact was taken full advantage of.

On completion of the programme, and a further lunch, the crowd wended its way to the buses and private cars for the homeward journey, which proved less eventful than that of the morning.

Thus ended one of the most enjoyable days in the history of our picnics; which just proved that it does not do to give up when things look black but, to use the old saying, "carry on."—*M. J. Moulder.*

The editor of *The Beaver* has accepted an invitation to act as judge of the flat racing events at the famous annual Banff Highland Gathering to be held this year August 30 and September 1 (Labour Day). Mr. Watson is an old racing athlete of the West of Scotland Harriers and at the present time a member of the council of the Scottish Amateur Athletic Association of Manitoba.

Historical Exhibit

The Historical Exhibit at the Winnipeg store continues to attract many visitors. From August 1, 1929, to July 31, 1930, over 17,000 out-of-town visitors signed the register. Among these were tourists from the farthest ends of the earth—South Africa, India, China, Japan, Australia, New Zealand, also from Scotland, England, Ireland, the United States and all parts of Canada.

Many visiting convention bodies have examined the exhibit in groups, and

numerous expressions of deep interest have been made and astonishment has been expressed at its comprehensiveness.

On several very special occasions some of the exhibit's features have been used to round out window displays of an historic nature.

Local people, grown-ups and school children, continue to find much to interest and instruct in the exhibit.—*E. F. Hardiman.*

Lower Fort Garry

The Lower Fort never fails to interest tourists and visitors with an historical touch in their make-up. The Fort has become a feature for all visiting deputations and conventions, and few of them fail to include it in their itinerary.

Among such convention visitors since last report might be mentioned the members of Eastern Chambers of Commerce, Business Educators of Canada, and the members of the British Medical Association, who numbered about 1500. The descendants of the Red River Settlers also held their latest reunion at the Stone Fort, amid historic surroundings that lent a unique background to their gathering.—*R. W.*

Land Department

PRINCE RUPERT GOLF COURSE

Golfers in Edmonton have a treat in store when they tee off for a game on the Prince Rupert golf course. Eighteen holes, 6250 yards, well bunkered, excellent greens, design by Stanley Thompson, golf architect for Jasper and Minaki courses, these features arouse interest in the minds of all those fortunate beings, be they good or poor players, who take delight in this fascinating game.

Lieut.-Colonel L. F. Pearce, of the Company's Land Department, constructed the course and designed the club house. Lieut.-Colonel Pearce is a civil engineer formerly with the Canadian Pacific Railway. When in their employ, he planned and constructed the golf course and club house in Shaughnessy Heights, Vancouver, and the experience gained there is reflected in the well-planned course and club house he is just completing for the Company.

Play commenced August 21.

Joe Pryke, winner of the City championship, is the professional.

W. K. C. Adams, formerly assistant surveyor, Land Titles office, Edmonton, is manager.

Light meals will be served by the Company's employees—the latest type of kitchen equipment and refrigeration is installed.

Located less than two and a half miles from the corner of Jasper Avenue and 101st Street, within two blocks of the street car on 107th Avenue, Prince Rupert golf course will be particularly attractive to busy people.

James Henderson, architect of the Edmonton land staff, has been quite ill these last few weeks.

Our old friend, Charlie Miller, was in Winnipeg on vacation visiting his folks. He wishes to be remembered to all.

By the time the next *Beaver* appears in print, curling should be in full swing and all members of the Hudson's Bay House will be "sooping her up." It is hoped that every curler, green or otherwise, will make this coming winter the best yet. Last year, Mr. Gamble, of the Overseas Settlement, kindly donated a cup for annual competition, and it is proposed to play each rink once this year for it, and the balance of the season playing outside rinks, and possibly finish with a novelty competition in order to keep up the interest until the end of the season. There is going to be a move to induce the ladies into this pastime the coming winter. A meeting will be arranged at an early date.

We are sorry to lose Mrs. Hudson, who left us 1st July. Mrs. Hudson joined the Company in October, 1918. We understand she has been holidaying in Vancouver and Victoria. She was the recipient of a nice gift, in the form of a china tea set and tea-cloth, from the Land Department staff.—*B. A. Everitt.*

Offer of a Strange Quid Pro Quo

The following letter received recently by the Land Department narrates a strange offer seriously made:

"no money i have a nough to keep me if we cant make a deal i am making a grate ofer if i was a little younger i woldent it for 10 times that i wrote to you a bout the Mortges i wold give for that land if you dont want that give a Receit that will Cure the grip the flue or move neu ralsy from around the Hart for the smalpox it mak the cure in one knight time i give that for one section of land or i will you a recite for making a Linament one of the very best for a other sexion of land if we cant make a deal it all rigt for the taxes ar so high and i can buy all the land i want at tht

Yours truly,

P.S.—Pleas show is to Head General He Will no what will bring in milions to the Hudson's bay Co."

Late J. G. McT. Christie

We regret to report the death of John George McTavish Christie on 25th May at St. Michael's Hospital, Toronto.

Mr. Christie was a retired fur trade officer who had served the Company for forty-six years. He was born at Fort Edmonton in 1857, and when four years

of age accompanied the Saskatchewan brigade to Norway House, en route to York Factory, whence he travelled in the Company's famous ship *Prince of Wales* to Britain. He was educated at Jedburgh, Scotland, where many old Hudson's Bay Company boys were prepared to meet the world.

He entered the service of the Company as an apprentice clerk at old Fort Garry in 1874, and remained stationed there until 1882. At various periods he was district accountant for Norway House, Athabasca, Mackenzie River, Saskatchewan and Lake Superior.

The history of the Christie family has been reviewed in several issues of *The Beaver* (August, 1923, page 417; May, 1924, page 316). On Mr. Christie's mother's side, the Company was also given a long line of service, his mother being Mary Sinclair, daughter of Chief Factor William (Credo) Sinclair (2), who was a son of the original Chief Factor William Sinclair of Harra, Orkney, founder of Norway House. To William Sinclair (2) is credited the standardization of the York boat. The Sinclair family's record has also been referred to in *The Beaver*, see March, 1925, page 62, and June, 1927, page 18.

Mr. Christie has numerous relatives in Winnipeg, among whom are the Sinclairs, the Strangs and Sheriff Inkster's family. A distinguished relative is Mrs. Edith Rogers, M.L.A. for Manitoba, who is a niece.

Mr. Christie is survived by his wife, who was formerly Miss Lily K. Lewis, of Brockville, Ontario, also by a brother in Vancouver, Mr. C. T. Christie, to both of whom deep sympathy is extended by all friends in the service of the Hudson's Bay Company.

Fur Trade

Commissioner's Office

Chief Factor C. H. French visited Edmonton and Vancouver in June and, accompanied by Mrs. French and small daughter, Olive, went by motor to Ottawa and points east early in July. Later, Chief Factor French proceeded to Churchill, and is at present in the Peace River country.

Factor C. V. West, manager, James Bay district, Factor S. J. C. Cumming, manager, Superior-Huron district, and Factor A. B. Cumming, manager, Saskatchewan district, were visitors to this office in May.

Messrs. Coward and George, of Revillon Freres, also paid us a short visit in May and early part of June.

Chief Factor John Bartleman, formerly manager, Superior-Huron district, has been placed in charge of Mackenzie River and Athabasca districts, also the Mackenzie River and Peace River transport departments.

Factor Louis A. Romanet, after a considerable period of service with the Company, starting in 1916 when he left Revillon Freres, in Ungava, to join the service, has resigned from the charge of Mackenzie River district, and the Mackenzie River and Peace River transport departments. Mr. Romanet, immediately after joining the Company, was recalled to France to serve in the Great War, and after a period of service returned to take the position of general inspector, and later the charge of Mackenzie River and Athabasca districts, also the Mackenzie River and Peace River transport departments.

The following, who have seen long and active service with the Company, are retiring on pension: J. D. MacKenzie, former manager, Lake Superior district; Trader H. M. S. Cotter, post manager, Cumberland House; and Trader A. W. P. Clarke, post manager, Fort Vermilion. We hope these gentlemen will long enjoy their well earned rest.

We are glad to be able to report that H. T. Ford, manager, Nonala post, Nelson River district, is at present in Montreal, on his way home from Winnipeg to St. John, Newfoundland, and is well on the road to recovery from his recent serious illness.

We regretted very much to hear of the sudden death of Captain Freakley, who was for so many years associated with the Company's service.

It was with a great deal of concern that word was received here, on the 6th June, of the disappearance of Captain W. H. Gillen, captain of the *Old Maid No. 2*, at

Vancouver. Captain Gillen's body was subsequently found under the Evans-Coleman wharf at Vancouver, and at the coroner's inquest the jury returned a verdict of "Death due to drowning." Our sincere sympathies are extended to Mrs. Gillen in her sad bereavement.

Forty-one apprentices, under the charge of George Binney, sailed from Liverpool on the 20th June aboard the S.S. *Duchess of Bedford*, and arrived in Canada on the twenty-seventh of the same month. From Montreal they were assigned to the following districts: Four to Superior-Huron, four to Athabasca, four to Mackenzie River, fifteen to St. Lawrence-Labrador, five to James Bay, six to Nelson River, and three to Keewatin district. We wish these young men every success in their new venture, and feel sure that they will become thoroughly acclimatized in a very short time. George Binney accompanied those apprentices proceeding west as far as Winnipeg, and was a visitor at this office.—*Marian L. Ross.*

British Columbia District

F. Stevenson, in charge of Telegraph Creek, has handed in his resignation, and R. B. Carman has been transferred from Anahim to take his place.

F. S. Bailey has resigned from Dease Lake, and A. J. Marion, who has recently been occupied with transport work, has again been placed in charge.

The district manager left Vancouver on 5th May for McLeod's Lake, Fort Grahame, Whitewater, Haselton, Babine and Kitwanga; thence via Prince Rupert to Telegraph Creek, Dease Lake, McDame's Creek and Liard, returning to Telegraph Creek on 22nd July. Telegraph Creek is a post of considerable importance, and a longer stay has been made there in order to help R. B. Carman, new post manager.

We regret the death by drowning on or about 3rd June of Captain W. H. Gillen, master of the Company's M.S. *Old Maid No. 2*, and a gentleman of esteem. Our sympathy is extended to Mrs. Gillen and her sons in their bereavement.

M.S. *Old Maid No. 2*, Captain F. L. Coe, sailed on 19th June; and S.S. *Baychimo*, Captain S. A. Cornwell, sailed on 8th July for points in the Western Arctic. P. Patmore accompanied the *Baychimo* in his usual capacity of supercargo.

Among recent visitors at Vancouver we had the pleasure of meeting the Fur Trade Commissioner early in June, and E. W. Fletcher early in July; also Miss Nusin, of Winnipeg, who was on holidays at the coast.—*Wm. Ware.*

Fort St. James

District Manager Wm. Ware, accompanied by Mr. Lloyd, inspected this post at the end of February, taking inventory, etc.

On Saturday, the 26th April, we had the honour of a visit from the Governor-General of Canada, Lord Willingdon, and his Lady.

Lord Willingdon was presented with a pair of hand worked gloves, and Lady Willingdon with a pair of moccasin slippers.

After inspecting the Company's premises, the party moved to the church and then to Douglas Lodge; and after luncheon, left on the return trip to Vanderhoof. —*J. Gregg.*

Lord and Lady Willingdon Visit Fort St. James

Reading left to right, front row, Mrs. R. H. Moore, Mrs. Gregg, J. Gregg (post manager), Lord and Lady Willingdon, A. C. Murray (post manager 1893-97, 1901-14), R. H. Moore (Indian Agent).

McLeod's Lake, B.C.

OLD BURIAL PLACE UNCOVERED

When removing earth recently from the same hill upon which the cabin stands, we uncovered three skeletons at a depth of two and a half feet. Two of them, judged to be men, were lying side by side, one exceptionally tall, and the third was lying crosswise at their feet, and apparently a woman. Beside the woman was a small brass ring of Indian make. An arrow point and a country-made nail were also unearthed.

The natives did not seem to be aware of this spot having been a burial place, excepting one whose mother-in-law stated the people buried there were servants of the Company, the woman a Cree halfbreed.

It is thought possible now, by reason of certain depressions in the ground close by, that there may be others buried there. The remains of those found have been reinterred in much deeper ground.—*J. E. McIntyre.*

Mackenzie River and Athabasca District

Chief Factor J. Bartleman arrived in Edmonton at the beginning of June and took charge of the two districts and the transport departments, Factor L. A. Romanet having resigned.

Later on in the month we had a visit from the fur trade commissioner. Both he and the district manager made a trip to Peace River to look into transport matters.

The district manager left for an inspection trip of the Mackenzie River posts by the second trip of the *Distributor*, taking with him Geo. Pendleton, the district accountant.

Mr. Pendleton's work at the district office is being looked after by P. J. Carey, temporarily transferred from the Regina fur purchasing agency.

Trader A. P. W. Clarke has now retired on pension, after a long and faithful period of service. His position at Vermilion is being taken by Norman Henry, who left for that point on the 4th August.

The following post managers visited Edmonton this summer on holidays: R. Hooker, of Fort Chipewyan; Tommy Clarke, of Fort Nelson; H. Gallagher, of Wabasca; and Charlie Adan, from Fort Rae.

We have had a couple of visits from E. W. Fletcher, of the accounts department, Winnipeg.

The boats on the Athabasca-Mackenzie rivers and the Peace river have been moving according to schedule.

Peace River post was closed down 31st July.

Mrs. Milne, wife of our post manager at Fort Wrigley, arrived from Scotland to join her husband at his post. We also welcome Mrs. Bruce Clarke, who came straight from New Zealand to join her husband, at Fort Nelson.

At the beginning of July, we received a contingent of eight apprentice clerks direct from the Old Country. These young men appear to be of promising material. They have been sent to the following: James Brody to Upper Hay River post, John McBride to Grouard post, I. S. Williams to Sturgeon Lake post, W. J. S. Mills to Hudson's Hope post, Athabasca district; and W. T. Winchester to Fort Smith post, W. S. Crossley to Resolution post, R. E. Howell to Fort Norman post, M. A. S. Dunn to Chipewyan post, Mackenzie River district.—*J. Bartleman.*

Keewatin District

Factor S. J. C. Cumming, who has been associated with Keewatin district for the past ten years, for the last four of which he held the position of district manager, has been transferred to the charge of Superior-Huron district. He takes with him the best wishes of the entire staff for success in his new sphere of activity.

Trader R. A. Talbot, who has been in charge of Athabasca district since the New Year, has been appointed district manager of Keewatin district, to succeed Factor S. J. C. Cumming.

The district manager inspected Pukatawagan, Cedar Lake and The Pas posts in June, and is at present on the usual summer inspection of the various posts in Northern Manitoba.

Mother Superior Margaret of Mary and eighty young Indian pupils were burned to death early Tuesday, 25th February, in a fire which totally destroyed the Cross Lake Indian boarding school, sixty miles north of Norway House. Sister Jeanne Deschantel was severely injured, as also was another sister whose name was not given. Eighty-eight boys and girls escaped. The school was of stone construction, built in 1914, and the loss is estimated at $200,000.

The premises of the Lake Winnipeg Fur Trading Company, situated at Little Grand Rapids, Manitoba, were totally destroyed by fire in the latter part of May.

Small fur farms are now in operation in this district at Fort Alexander and Beren's

River posts. This venture, up to date, is more or less of an experimental nature.

Mr. and Mrs. Uprichard, of Belfast, Ireland, paid a visit to the district office in the latter part of May, en route to Norway House to visit their son, Apprentice W. L. Uprichard.

Mrs. Mabel Jewsbury, of the ladies' ready-to-wear department at The Pas, paid a short visit to Winnipeg in the spring, for the purpose of selecting summer goods for The Pas trade.

John Speer, of Pukatawagan, R. S. Robertson, of Split Lake, and A. S. Proctor, of Cross Lake, have resigned from the service.

Apprentice Alex. Paterson, from James Bay district, has been transferred to Split Lake post.

Apprentice Geo. W. Mathias has been transferred from Fort Alexander post to Beren's River.

Apprentice R. G. B. Butchart has been transferred from Pukatawagan post to Norway House, and called at the district office en route, in July.

Apprentice Wm. Gall, formerly at The Pas, has been transferred to the charge of Oxford House post, to replace Robert Davidson, who, we regret to state, has resigned from the service to take over his father's business in the Old Country.

Three new apprentices arrived in July from the Old Country for service in this district. A. H. Stirling has proceeded to Island Lake, Clifford Stock to Pukatawagan, and W. C. Stuart to Fort Alexander post. We wish them every success.

Mr. and Mrs. A. M. Chalmers, of Fort Alexander, called at the district office whilst in Winnipeg during August.

A. W. Anderson, of Wabowden, was also a visitor to district office in August.

Lionel A. Brock has been engaged as assistant in the district office.—*R. A. Talbot*

Saskatchewan District

We welcome Hugh Fraser, who joined our staff on May 13 last. Mr. Fraser is now in charge of Portage la Loche post.

E. W. Fletcher and G. A. Cruickshank, of the Winnipeg accounting staff, visited the district office and Saskatoon fur buying office on May 29.

Factor A. B. Cumming, district manager, left for Winnipeg on May 27 to interview the Fur Trade Commissioner, and returned to Saskatoon on June 2. On June 3 he left for Cold Lake post and made an inspection at that point.

The district manager had an interview with Lord Ebury, director of the Company, who visited the retail store, Saskatoon, on June 14.

J. E. T. Armstrong, post manager, Cold Lake post, accompanied by Mrs. Armstrong, visited the district office on June 19, whilst en route to Prince Albert.

The district manager left on June 30 on a tour of inspection, and hopes to visit the Company's posts at Green Lake, Isle a la Crosse, Pine River, Clear Lake and Portage la Loche.

We had a short visit from R. Johnstone, outpost manager at Souris River, July 10.

E. E. Deans, post manager, at Clear Lake, visited the district office on July 8, and left the same day for Montreal en route to Scotland on a vacation.

E. W. Fletcher, of the Winnipeg accounting staff, visited the office on July 18 on his return trip from the coast, and left same day for Winnipeg.

J. Stewart, post manager, Pas Mountain post, visited the district office on July 17, and left on the 19th for Prince Albert en route to Montreal Lake post to take over the management from J. R. McDonald.

We had the pleasure of a short visit from Chief Factor C. H. French July 31.

J. R. McDonald, manager at Montreal Lake post, visited the district office on August 2 en route to Nelson River district, where he will take over the management of a post.

H. M. S. Cotter, manager at Cumberland House post, retired owing to ill health after completing forty-one years' service with the Company. On behalf of the entire district staff, we extend to Mr. and Mrs. Cotter all good wishes for the future, and we hope Mr. Cotter's health will greatly improve to enable him to enjoy the fruits of his long and valuable service with the Company. Mr. Cotter will reside in future in The Pas, Manitoba.

The following staff changes have taken place in Saskatchewan district since June:

H. A. McDonald, manager, Portage la Loche post, transferred to the managership of Isle a la Crosse post.

F. Reid, manager, Isle a la Crosse post, transferred to the managership of Green Lake post.

On May 28, 1930, at Fort a la Corne, Sask., to Mr. and Mrs. E. Renouf, a son.

R. B. Urquhart, manager, Green Lake post, transferred to the managership of Cumberland House post.

E. W. Hampton, late of Nelson River district, now manager at Stanley post.

J. Stewart, manager, Pas Mountain post, transferred to the managership of Montreal Lake post.

F. J. Mitchell, apprentice clerk at Lac

la Ronge, transferred to the managership of Pas Mountain post.

R. S. J. Goldie, apprentice clerk at Fort a la Corne post, transferred to Montreal Lake post.

W. J. Gordon, apprentice clerk at Lac du Brochet post, transferred to Lac la Ronge post.

N. M. Ogilvie, apprentice clerk at Cumberland House, transferred to the Isle a la Crosse sector.—*A. B. Cumming.*

A P. M. Visits the D. O.

To see how district offices were run,
I took me to them, one by one,
And marvelled at the work they did—
For all I saw was heads amid
A stack of papers;
And then, perhaps, a push bell rings,
And to her feet the steno springs
And disappears within
The sanctum for a while,
From which were heard
Strange growlings,
Punctuated with
A sharp explosive word.
Later, the steno would emerge,
Her face aglow, her eyes afire.
The D.M. had aroused her ire.
More work than fancy struck her she could do.
And said, "By mail tonight!
"Or, failing that, tomorrow noon!"
And this, and this, alas,
At 3 p.m.
Oh, such a mass of work I ne'er did see—
At least, I say they worked.
For aught I know, such papers and those figures
Were but nothing:
Mere empty show to scare such folks as I
And make impression.

The D.A., at his desk beside the wall,
Was working hard, and forth began to bawl
Some piffling prattle; whereon another chap
Rose from his chair, and went to some shut drawers,
Drew one out wide, then burbled forth,
In joyous glee, some jargon Cree
Of Debits and of Credits gone astray.
How for the souls of P.M.'s they did pray
And wish them to a better world!

"That thing's all shot! This won't agree!"
And so, I sadly left them stewing,
Thinking that next some plot was brewing
To pick on me!!

—*Frank H. Geddes, Saskatoon D.O.*

Note—D.M. = District Manager; D.A. = District Accountant; P.M. = Post Manager.

Cumberland House

H. M. S. COTTER DEPARTS

What was remarked to be "a happy and yet sorrowful meeting" took place in the Church of the Good Shepherd on Sunday evening, 10th August, when the congregation met to present Trader H. M. S. Cotter with a handsome prayer book as a mark of esteem and appreciation of his services in connection with the church.

The Rev. Parker, in making the presentation on behalf of the congregation, spoke in praiseworthy terms of the good work done by Mr. Cotter in connection with the building and other affairs of the Church. He expressed their regret at Mr. Cotter's departure.

Mr. Cotter, who was in humorous vein, suitably replied, expressing his regret at having to leave them all. In thanking them all for the handsome gift, he said that it would be something which he would cherish for the rest of his life. He wished everyone health, and prosperity for years to come.

The presentation marked the exit from Cumberland House of one of the most widely known and respected residents of the North Country.—*F. J. Mitchell.*

Superior-Huron District

Osnaburgh—Alex Lawson, after thirty-four years' service, retired at the beginning of the outfit. He expects to continue living in this vicinity.

Dinorwic—Harry Leith, who was formerly with the Hudson's Bay Company in the Nelson River district, rejoined the service, being stationed at this post. Mr. Leith, who has just returned from a holiday in Scotland, where he got married, has since been presented with a baby boy.

Lansdowne House—Wm. MacFarlane, formerly of Nipigon post, has been temporarily placed in charge of this post, due to retirement of H. A. Halvorsen on account of ill health. He is assisted by W. A. Wraight, formerly of Lac Seul post, who came to this country in January last. Mr. MacFarlane went in by aeroplane, which took him from three to four hours, instead of the usual ten to fourteen days.

Bucke—John A. Dunstan, formerly of Aberdeen, Scotland, has just been engaged to assist Mr. Mousseau at this post.

Long Lake—A. K. Black, Long Lake, has been transferred from Missanabie, replacing J. H. Williams, who left the service at the end of June.

Missanabie—J. B. Rollins, formerly of North Bay, has been engaged to replace A. K. Black, who was transferred to Long Lake.

Grand Lac—J. G. Boyd, formerly assistant at Woswonaby post, has been placed temporarily in charge to replace L. H. Leonard, who left the service early in June to return to England.

Mattice—Leo Turgeon, formerly of North Bay, has been sent to Mattice post to replace P. Plamondon, who left the service on the 1st July.

Woswonaby—C. E. Latour, of North Bay, has been engaged to replace J. G. Boyd, who was transferred to Grand Lac.

Temagami—In order to cope with the tourist business at Temagami, A. H. MacDonald, of the North Bay fur buying agency, and W. St. Pierre, of Barriere post, have been sent to this post temporarily.

North Bay—Chief Factor John Bartleman has been transferred from this district to take charge of Mackenzie River and Athabasca districts. All the staff wish Mr. Bartleman the best of luck in his new work.

Factor S. J. C. Cumming, formerly of Keewatin district, was transferred to take charge of Superior-Huron district in place of Chief Factor John Bartleman.

Factor Cumming visited Mattice, Bucke, Allenwater, Sioux Lookout, Hudson and Minaki posts, and expects, in the space of a few days, to take an extended trip throughout the whole district by aeroplane.

Inspector J. W. Anderson has been busy during June and July inspecting Kagainagami, Fort Hope, Lansdowne House, Ogoki and English River posts.

Four apprentice clerks arrived in June, and were distributed as follows: M. S. Cook, Nipigon; H. M. Ross, Grassy Narrows; J. E. Holden, Nipigon House; W. S. Franklin, Lac Seul. We wish the boys the best of luck in their new environments.

The tourist season, from the point of view of the American tourist, has been a very disappointing one this summer, the number passing through this city to points north and west, and also to the south, are very far short of those in other years. A great deal of blame for this is placed on propaganda by the press in cities in southern Ontario and also in the States, regarding the terrible conditions of the roads in this section, which was very far from the truth, and, no doubt was brought about by exaggerated reports after the bad weather in June and early July. With the better weather a little improvement has been seen, but will have to go a long way to equal last year.

Both the district office and fur buying agency were decorated during June, and have now a decidedly improved appearance.—*S. J. C. Cumming.*

St. Lawrence-Labrador District

The S.S. *Baynain*, under the command of Captain Jackson, arrived at Montreal on the 1st June, having made a good passage from Ardrossan, Scotland. After loading, she proceeded to the Newfoundland-Labrador, where she supplied all the posts with the exception of Nutak and Hebron. These two places could not be reached on account of ice conditions.

Returning to Cartwright, the *Baynain* took on cargo from the S.S. *Ungava* and proceeded to Ungava Bay to supply the posts in that section, calling at Nutak and Hebron en route to land the supplies held over from her first trip.

Following the *Baynain*, the *Nascopie* and the *Ungava* arrived here from St. John's on the 1st and 3rd July, respectively. The latter was under the command of Captain John Alexander, who was a few years ago master of the *Fort Severn* in James Bay.

The *Ungava* sailed on the 11th and the *Nascopie* on the 15th July.

Geo. Binney, J. Drummond-Hay, and C. N. Stephen, accompanied by forty-four apprentices, arrived at Montreal on the *Duchess of Bedford* on the 28th June. Mr. Binney, with the western apprentices, left for Winnipeg the following day. Mr. Binney returning to Montreal in time to take passage on the *Nascopie*.

Our congratulations are extended to J. C. McGibbon, firstly on account of his recent marriage, which we understand took place in Aberdeen, and secondly on the narrow escape he and Mrs. McGibbon had in a motor accident in Ontario after their return to Canada.

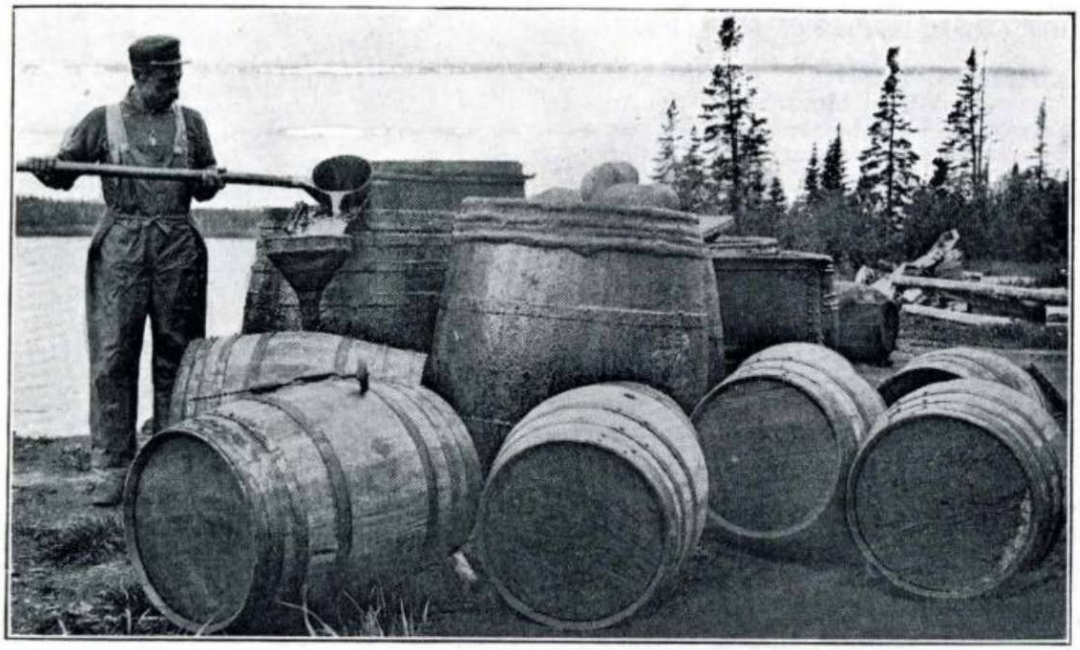
Congratulations are also due to Mr. Alexander, assistant buyer, who was presented with a daughter on the 4th June.

It is with great regret that we have to report the death of Captain Norman Freakley on the 17th May. The captain was very well known throughout Canada and particularly among Hudson's Bay Company men, and his sudden call came as a great surprise and shock to all who knew him.

Lord Ebury visited the office and shed No. 47 on the 23rd and 24th June and was very greatly interested in the work of assembling the Bay ships' cargoes.

Geo. W. Allan, K.C., and P. A. Chester spent a few days in the city during the latter part of May.

Among other visitors at the office during the past quarter have been Factor V. W West, of James Bay district; Lieut.



Filling casks with seal oil for London, England, North-West River Post, head of Hamilton Inlet. Photo by H. M. S. Cotter.

Colonel D. A. MacKinnon, of the McLure and McKinnon Silver Fox Farms Limited; Captain R. H. Taylor, of the M.S. *Fort York*; D. D. Mitchell, of James Bay district; J. E. Love, manager of the Mingan Fur Farm; Bishop Turquetil and Father Duplain, of the Roman Catholic mission; Rev. Mr. Callis, Anglican missionary at Pointe Bleue; Lieut.-Colonel Ponsonby, of the Grenfell mission; Captain T. P. O'Kelly, late of the Western Arctic district; C. G. Dunn, of the Bras d'Or Bay Navigation Company Limited; Cyril Knight, president of the company of that name.

Mention of J. Eric Love reminds us that he is also to be congratulated. He was so very quietly married last month that we almost overlooked the event.

The district manager and H. Hodkisson visited all the North Shore posts early this spring on the new inspection boat *Fort Amadjuak*. Mr. Hodkisson returned from Blanc Sablon, but Mr. Parsons continued on to North West River, calling at Frenchman's Island, Cartwright and Rigolet en route.

T. Sinclair attended the New York fur sales in May and July and the Montreal sales in June, but did not find any of them very interesting or encouraging.

A record salmon fishery has again apparently been made on the Newfoundland-Labrador this year. The fishery on the North Shore has been only fair.

Captain G. E. Mack, who is well-known throughout the service, left for England on the 29th May and intends to spend some little time at his home in Norfolk.

Mr. Tremblay, of the Manouan Hunting and Fishing Club, reports that he expects to have more guests this year than last, despite the depression in business generally. Probably some of these hunters and fishermen consider that this is the right time to take a good holiday, or perhaps the lure of Manouan is just too strong.

W. O. Douglas, who has been at the McLure and MacKinnon Silver Fox Farms Limited during the past year, has now gone to Cartwright to take charge of the ranch there. He will be assisted by Apprentice Renny.

Apprentice Griffiths has been transferred to the charge of Port Harrison ranch.

Apprentices Wickham and Clyde are assisting Mr. Love at Mingan fur farm.

Apprentice Martin, who was among those training at Charlottetown, had unfortunately to retire from the service owing to ill health. We hope he will soon completely recover.

Apprentice Wilson had a bad accident at Mingan fur farm recently. The horse he was driving bolted and threw him under the wheels of the wagon. He suffered severe injuries to the head, but is now recovering.

Apprentice Lindley has been stationed at Havre St. Pierre and Apprentice Burgesse at Obijuan.

W. C. Newbury has spent the summer at North Shore posts in connection with the operation of the salmon fisheries.

Jacques Thevenet has been transferred from Weymontachingue to Point Bleue post.—*Ralph Parsons.*

Nascopie Leaves for North

On July 15 the trim S.S. *Nascopie* sailed at ten o'clock from Montreal for the Arctic regions. This Hudson's Bay Company steamer leaves every year with stores and supplies for personnel at posts in Hudson Strait and Hudson Bay, proceeding afterwards up Davis Strait to Pond's Inlet at the upper extremity of Baffin Island. The *Nascopie* presented a pretty picture as she sailed away with her strings of flags and pennants fluttering in the bright morning sunshine. A gathering of close on a hundred raised a cheer as she slid swiftly down the St. Lawrence after turning in the upper harbour, many among the crowd being members of the Company's local staff. Their office was closed to enable everyone to attend this departure, and some ten or twelve women and girls extended a particularly warm send-off to the group of apprentices going north.

A notable passenger aboard the *Nascopie* was James Drummond-Hay, whose marriage on February 1 to Lady Mary Douglas-Hamilton in Salisbury Cathedral was one of the outstanding features of the last English social season. His bride was the daughter of the Duke of Hamilton and Brandon, premier peer of Scotland, hereditary keeper of Holyrood Palace, and a prominent landowner in Great Britain. Mr. Drummond-Hay joined the Hudson's Bay Company shortly after his wedding. He is making this trip in the *Nascopie* to learn something more about the Company's operations, but will return to England next September.

Another passenger in the *Nascopie* was Archdeacon Archibald L. Fleming, whose activities are spread over the entire northern section of Canada, and who is known as Anglican Archdeacon of the Arctic. He expects to visit most of the missionary posts established in the eastern part of his territory, and will initiate construction of a new hospital at Pangnirtung, Baffin Land. The Rev. George Nicholson, who is also going up in the *Nascopie*, will superintend the erection of this hospital, and it is believed that the building will be ready for occupation by several nurses next year.

Ralph Parsons, manager of the St. Lawrence and Labrador district of the Hudson's Bay Company, is joining the *Nascopie* at Quebec for his annual visit to the northern posts. Other officials of the Company in the passenger list include George Watson, of the local office and assistant to Mr. Parsons. George Binney came out again this year from London with the party of apprentices whom he will establish at the various posts visited by the ship on her rounds. Several other apprentices left in the *Ungava*, which sailed from Montreal on July 12 for Hudson's Bay and James Bay. J. C. McGibbon, post manager at Fort Chimo, Ungava Bay, sailing with Mrs. McGibbon, and J. W. Nichols, post manager at one of the Baffin Land centres, are other Hudson's Bay officials on the passenger list.

Closer connections with the Central Arctic will be studied by Colonel H. G. Reade, one of the London officials of the Hudson's Bay Company, particularly interested in transportation.

The steamer is in command of Captain John Murray, who has a wealth of experience of navigation in northern waters.

London, England

BEAVER CLUB SPORTS MEETING

Once again our sports meeting was attended at first by the most appalling weather, but nevertheless, thanks to the beautiful evening which followed, it proved a most enjoyable and successful event.

Though the ground was sodden and in consequence slipping and sliding very prevalent, the standard of running and pulling was high, everyone going all out and risking crashes in a truly sportsmanlike manner.

The events counting for the Governor's cups were very keenly contested. The buying department won both the men's and women's trophies and are to be congratulated on their excellent performance. Teams from this department won both the relay races, while the cold storage won the tug-of-war after a pull with the fur office which lasted three minutes.

The final scores were: Men—Buying department, two wins, 6 points; cold storage and engineers, one win and one second, 5 points; fur office, two seconds and one third, 5 points. Women—Buying department, first, 3 points; fur office, second, 2 points; head office, third, 1 point.

The individual events provided much amusement and excitement, especially by reason of the above mentioned tendencies of the competitors to sit down very rapidly and on frequent occasions.

Miss Crosbie, of the buying department, and Mr. Lee, of the development department, are to be congratulated on winning the first prizes, and to the Misses Weaver and Simpson and Messrs. Ruttle and Rackham for winning the seconds and thirds, respectively.

Our thanks are due to Messrs. Brooks, Dunk and Waters for their work as judges and scorers, and to Mr. Sewell as starter. Captain Mack, whom we were all delighted to see again, kindly presented the prizes.

In conclusion, we must congratulate Mr. Ruttle on the excellent manner in which he organized this meeting and for the hard work he put in before and on that day.—*H. Lee.*

Many families and friends have been reunited in Canada by taking the opportunity afforded by the

British Family Reunion Scheme

Those who are becoming established in Canada can now obtain temporary assistance in bringing out relatives and friends from Overseas.

A deposit of 25 per cent of the ocean and Canadian railway tickets is required. In approved applications the balance of 75 per cent is advanced and is repayable by the applicant in monthly instalments.

MEMBERS OF THE HUDSON'S BAY COMPANY STAFFS

or the general public in any part of Canada are invited to seek our advice on all questions pertaining to the coming to Canada of relatives and friends. Also when the time comes for that

Visit to the Old Country

whether during Summer sunshine or for Christmas, you may be sure that you can get information and consideration by calling or writing to

HUDSON'S BAY COMPANY OVERSEAS SETTLEMENT LIMITED
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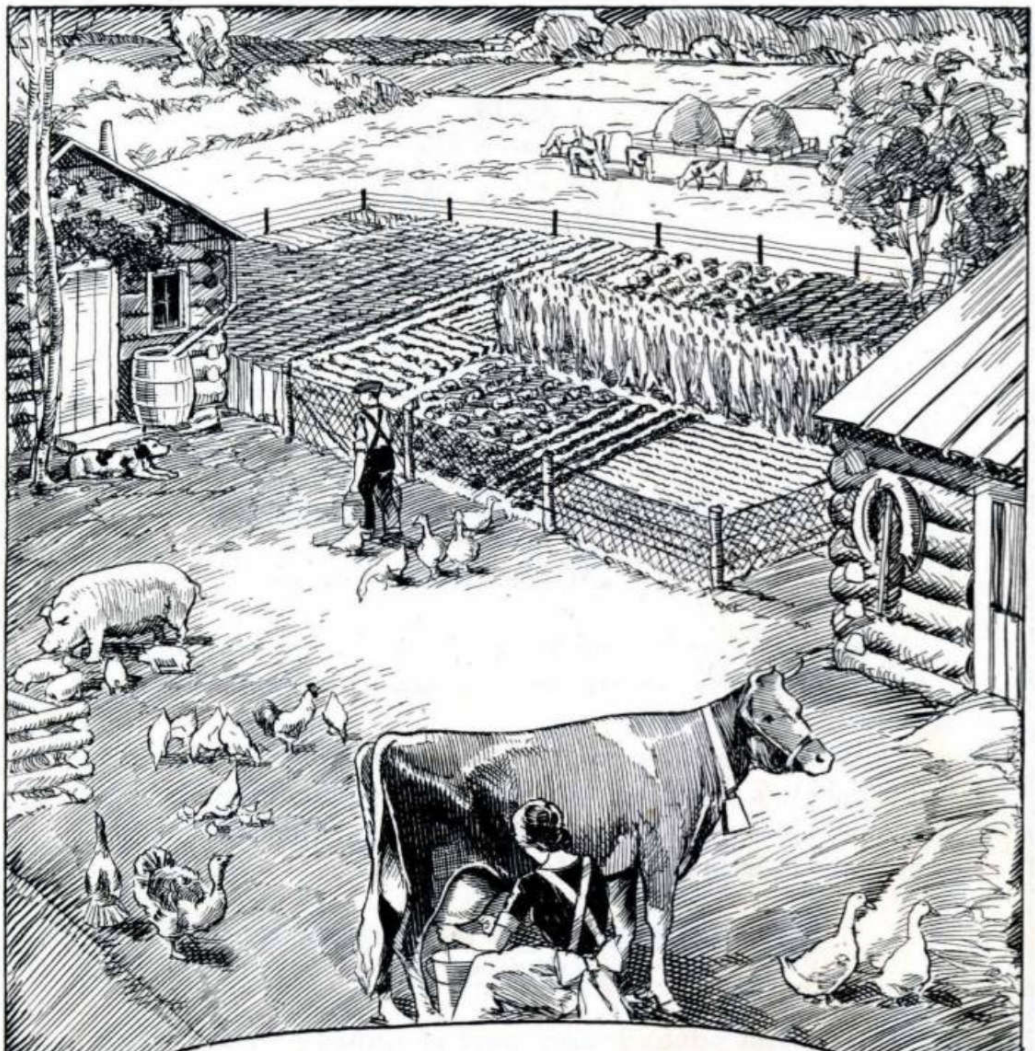
WINNIPEG, MANITOBA



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A good garden, a few cows, pigs and poultry provide the necessities of life, even in difficult times, and in addition help the farmer to pay for his land.

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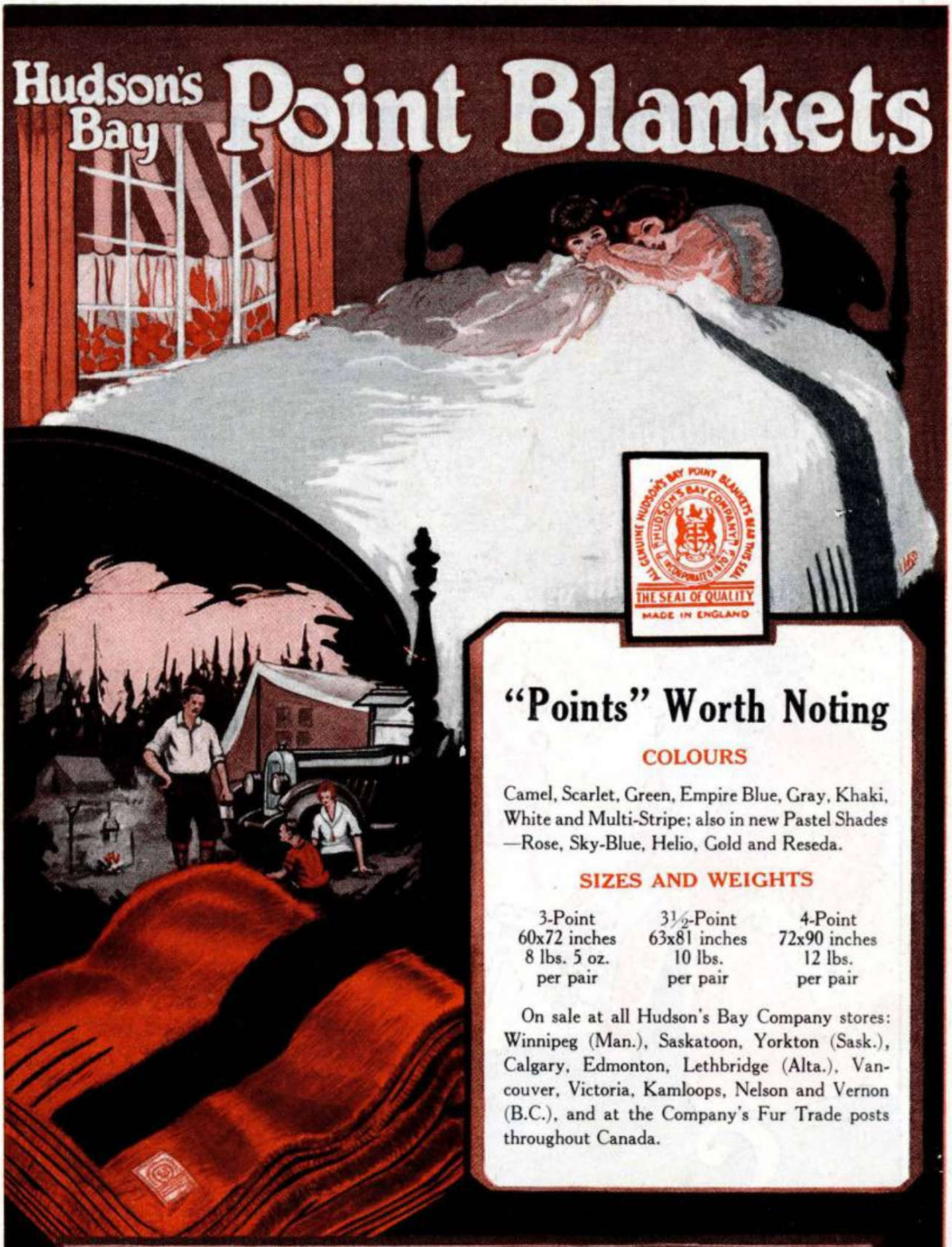

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